

To Make America More Beautiful and Fruitful

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LII No. 2

JULY 15, 1930

Per Copy 20c

PAINESVILLE NURSERIES



This fine block of NORWAY MAPLES (photographed 19 '29) is now on sale

Good salable Maples have been scarce recently, particularly Norways. We are proud of and recommend our own new, unbroken blocks, which are of truly large proportions; the trees as handsome, straight and thrifty as can be found anywhere.

NORWAY MAPLE

We can dig car-load orders (or less of course) for delivery Fall of '30, in 6/8—8/10—1½ to 1½—1½ to 1½—1½ to 2.

EUROPEAN SYCAMORE

Good sturdy trees in these grades:— 6/8, 8/10, 1½-1½, 1½-1½, 1½-2, 2-2½.

GENERAL NURSERY STOCK

Our nursery fields never looked better—for selective variety, supply, and mid-summer condition. Roses are in bloom. Come and see us.

THE STORRS & HARRISON CO.

Est.
1854



PAINESVILLE,

Lake
County

OHIO



1500
Acres

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

*"New York
State Grown"*



NURSERY STOCK
FRUITS
ORNAMENTALS
ROSES
EVERGREENS

*Send for
Price List*

W. & T. Smith Co.
Geneva, N.Y.
Organized in 1846
1000 Acres
in 1928

FALL-1930

We offer a general line of hardy
Northern Grown Nursery Stock

A few Specials in Carload lots

CHERRY—1 & 2 year
APPLE—2 & 3 year
PEACH—1 year
BARBERRY—12/18-18/24-2/3
SPIREA V. H.—2/3-3/4-4/5
HONEYSUCKLE BUSH in variety—3/4-4/5-5/6
ELM AMERICAN—up to 2½ inches
ELM AMERICAN (Budded)—up to 2½ inches
ELM MOLINE—up to 2½ inches
These American Elm budded and Moline have
been given extra space in the row and were
transplanted four years ago. A fine select lot
of trees perfectly straight.
NORWAY MAPLE—up to 1½ inch
SOFT MAPLE—up to 3½ inches

C. M. HOBBS & SONS
BRIDGEPORT, INDIANA

Established 1875
LARGEST NURSERY IN INDIANA

STOP!

AT

Charles City, Iowa

on your travels this summer and
Make Us a Visit

—
We are always glad to have
members of the trade call on us.

—
Don't fail to take this opportunity to see the
largest evergreen nursery in the world.

—
The SHERMAN NURSERY Co.

CHARLES CITY, IOWA

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri

E. P. BERNARDIN

Parsons

Wholesale Nurseries

PARSONS, KANSAS

Established 1870

Specialties

Amoor River North Privet, 2 yr., 2-3 and 3-4 ft., well branched.
 Bungei Catalpa, 4½-8 ft. stems.
 Lombardy Poplar, 5-6 to 10-12 ft.
 Thurlow Willow, 5-6 to 10-12 ft.
 Lonicera Bella Albida, 2-3 to 5-6 ft.
 Deutzia Pride, 2-3 to 5-6 ft.
 Forsythia Asst., 2-3 to 4-5 ft..
 Tamarix Asst., 2-3 to 5-6 ft.
 Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Junipers, in good supply.
 Early Harvest B. B. root grown plants.
 Long list of Ornamentals in generous supply.

WIREBOUND

Boxes and Crates

Save ON ORIGINAL COST
 ASSEMBLING
 FREIGHT and EXPRESS
 THEFT and DAMAGE CLAIMS

We manufacture boxes of any size up to 90" in length, of 3-16" or 1-4" resawed birch.

We are supplying shipping containers for shipment of nursery products from strawberry plants to trees, numbering among our customers the largest nursery in the country.

SEND US YOUR INQUIRIES!

WISCONSIN BOX COMPANY

WAUSAU, WISCONSIN

Wisconsin Box Co.,
 Wausau, Wis.

We are interested in shipping containers. Please send us further information.

Name
 Address

Wireless Paper Labels

PLAIN OR PRINTED

Samples Free

OHIO NURSERY COMPANY
 Elyria, Ohio

TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS B. FLEU, JR.

6626 Ross St., Germantown, Pennsylvania

Perennial and Alpine Plants

A list for Landscape Architects, Nurserymen and Gardeners.

WESTCROFT GARDENS

GROSSE ILE, MICHIGAN

Headliners for Coming Season

ORNAMENTAL SHRUBS—by the carload. New England grown popular sorts at popular prices.

H. T. and H. P. ROSES—budded on Multiflora—best of all understocks—for November and early spring.

BARBERRY THUNBERGI—3 year, good property, all grades.

BARBERRY THUNBERGI—2 yr., 12-15 inch, 15-18 inch and 18-24 inch—will make very low prices.

BARBERRY THUNBERGI SEEDLINGS—better order now. That's a tip.

PEACH TREES will be scarce—fine lot, Eastern varieties.

APPLE, PEAR, PLUM will be wanted before season is over. Offer in carloads for late fall delivery.

AMERICAN GROWN FRUIT TREE SEEDLINGS—Apple and Pear, top grades only, 1/4 and 3/16.

FRENCH FRUIT TREE SEEDLINGS, Mahaleb, Myrobalan. No adjustments on these items this year. Cost a little more but they are worth it.

C. R. BURR & COMPANY, Inc.

Manchester, Connecticut

THE OTTAWA STAR NURSERIES

OTTAWA, KANSAS

OFFER

Apple, Cherry, Peach, Plum, Apricot
 APPLE SEEDLINGS:
 GRAPES, BLACKBERRIES,
 ASPARAGUS, RHUBARB
 SHADE TREES—General Assortment,
 Strong on: American Elm, Soft Maple,
 Catalpa Bungei, Hackberry
 SHRUBS—Good Assortment
 PRIVET—Amur and California
 ROSES—H. T.—H. P.—Climbers
 Glad to furnish estimates

WE INVITE YOU TO VISIT US
 at Princeton

PRINCETON NURSERIES

Wm. Flemer's Sons, Inc.
 Princeton, New Jersey

SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans.
 Strawberry, Rhubarb, Asparagus.

L. J. Rambo's Wholesale Nursery
 Bridgman, Michigan

PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford Delaware

PIN OAK SEEDLINGS

We will have about 100,000 for the coming season. If you are passing our way this summer, stop and take a look.

ARTHUR L. NORTON

Nurseryman Clarksville, Mo.

"We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEeping BIRCH, A SPECIALTY
CHAMPION NURSERIES
 PERRY, OHIO

WANTED

We are short on the following: Strawberry, Raspberry, Grape, Plants, Roses and all Perennial Plants; Evergreens, Shade Trees, Flowering Peach and Cherry Trees; Shrubs of all kinds; Fruit Trees. The exceedingly dry weather ruined our growing stock. Send us wholesale catalog and price list.
UNITED STATES NURSERIES
 Wholesale and Retail.
 Linwood Station, Detroit, Mich.

American Bulb Company

Importers and Growers of

Dutch Bulbs, Cannas, Tuberose, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Spagnum Moss.

Send For Free Catalogue.

31-37 W. 27th St. 182 N. Wabash Ave.,
 New York City Chicago, Ill.

LESS THAN FIVE CENTS A WEEK

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

—Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.50 per year; three years for \$6.00. A one-inch advertisement for \$1.40; under yearly term, \$1.25.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Thirteenth Annual Meeting
in Detroit, Mich., July, 1931—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT.

Broad Leaf Evergreens
RARE AND CHOICE CONIFERAE
AZALEAS (Evergreen and Deciduous)
FLOWERING SHRUBS,
VINES and CLIMBERS

We produce the greatest variety of
Herbaceous Plants and Field Grown
ROSES in America. Ask for our
wholesale lists.

BOBBINK & ATKINS
Rutherford, New Jersey

Hill's Evergreens

COMPLETE assortment of lining out
sizes. Also larger grades for Landscaping. Send
for our wholesale catalog. Also descriptive book-
let in colors.

D. HILL NURSERY CO.
Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Illinois

Choice Broad-leaved and Coniferous

EVERGREENS

in Lining out and Specimen Sizes

Write for wholesale catalogue and
list of rooted cuttings.

T. KIYONO
CRICHTON, ALABAMA

LARGEST ASSORTMENT

and largest stock of lining out stock in
the United States.

Write for prices or call and see our
growing stock.

Onarga Nursery Co.
CULTRA BROS., Mgrs.
Onarga, Illinois

ROSES
EVERGREENS
SHRUBS
CANNAS
LINING OUT STOCK

Trade List upon request

THE CONARD-PYLE CO.
Nurserymen Since 1937
Robert Pyle, Pres. West Grove, Pa.

NAPERVILLE
NURSERIES

Headquarters for

LINING OUT STOCK

Large Assortment

WELL GROWN—NONE BETTER

See Our Lists Before Buying

NAPERVILLE DuPage County ILLINOIS

Scotch Grove Nursery

Growers of

EVERGREENS

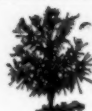
For

Lining Out

GOOD ASSORTMENT
STANDARD SORTS

Price List on Request—Established 1871

SCOTCH GROVE, IOWA



EVERGREEN
TREES

For Ornamental or Forest Planting

Trees of known quality: raised from SEED at
our Nurseries under personal supervision, based
on 20 years' experience. All varieties. Sizes
range from seedlings, thru 3, 4 or 5 year trans-
plants, up to 20 feet tall. Prices astonishingly
reasonable. Write for Catalog and know about
our guarantee.

FRANKLIN FORESTRY Co.

89 STATE ST. BOSTON, MASS.

NURSERIES AT COLRAIN -
SUDBURY - PLYMOUTH

Evergreens For Fall

First class, 3 times transplanted stock.

SCOTCH PINE 2-3 ft.

" " 3-4 "

" " 4-5 "

NORWAY SPRUCE 2-3 ft.

ARBORVITAE 2-3 ft.

" " 3-4 "

" " 4-5 "

WHITE SPRUCE 2-3 ft.

We offer about 20,000 of the above at at-
tractive prices. Tell us how many you need.

GEORGE D. AIKEN

PUTNEY, VERMONT

LINING OUT STOCK

EVERGREENS

TREES
SHRUBS

Send for our price list of
HARDY NATIVE TREES, SHRUBS,
and PLANTS

L. E. WILLIAMS NURSERY CO.
Exeter, N. H.

Evergreens for Lining Out

BIG ROOTED PLANTS IN QUANTITY

Variety	Grade	100	1000
Amer. Arborvitae	8-15 in. T	\$ 6.00	\$50.00
Red Pine	12-15 in. T	10.00	90.00
Mugho Pine	3-5 in. S	2.50	12.00
White Spruce	6-8 in. S	2.00	8.00
Norway Spruce	6-8 in. S	2.00	8.00
Colorado Spruce, from			
Blue Spruce Seed	6-8 in. S	3.50	25.00

F. O. B. Framingham—Packing at cost.

Write for Complete List

Little Tree Farms
FRAMINGHAM CENTRE, MASSACHUSETTS

FERNDAL NURSERY

Northern Grown Hardy Plants

SEVEN MILLION EVERGREEN

Seedlings and Transplants

HARDY OUTDOOR FERNS

ROCK GARDEN PLANTS

WILD FLOWERS & PERENNIALS

We mail Trade List and will quote
interesting prices on want lists.

We have the Quality and Quantity

LUDVIG MOSBAEK, Askov, Minn.

EVERGREENS

SEEDLINGS and TRANSPLANTS

FOR LINING OUT

Write for Our Price List

THE NORTH-EASTERN FORESTRY CO.

"We Grow Our Own Trees"

CHESHIRE, CONNECTICUT

EVERGREENS

MILLIONS OF THEM

Seedlings—Transplants—Cuttings
Grown Under Glass

Also Apple Trees, Shade Trees,
Hedgeplants, Shrubs, Vines, Peony

Send for our latest Bulletin

Sherman Nursery Co.

The Largest Growers of Evergreens
in the world

Charles City, Iowa

WE HAVE THEM

You May Want Some

Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
Catesbaei and Willow Oaks.

Butterfly Bush, Dogwoods, Deut-
zias, Forsythia, Spireas, etc.

Our Trade List is ready.

Get next to one.

Atlantic Nursery Co.

BERLIN, MARYLAND

AMERICAN NURSERYMAN — July 15, 1930

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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Nearly 900 Nurserymen Say to You-- "WE ARE CARRYING ON"

THE cooperative advertising campaign of the Nursery Industry is less than two years old--the first advertisement appeared in March 1929. Yet in this short time it has already produced tangible results which exceed expectations. Those in a position to know say that the public's interest in planting reached an all time peak this Spring. When all the factors are considered, the Nursery Industry has fared surprisingly well this Spring, in fact, many Nurserymen report the largest Spring business in their history--all this in the face of a season of marked business depression.

"Make sure you're right, then go ahead"--is an old saying, but it still is sound advice. And now that we ARE sure we are right, we ARE going ahead--confidently--vigorously! The campaign will continue--it will gain in momentum as it progresses, as have the cooperative campaigns of other industries--it will win for the Nursery Industry the Billion Dollar Market to which it is entitled.

Many of you were away when the solicitor for campaign funds called. Others wanted evidence that the campaign was not merely a "flash in the pan," that it would continue long enough to secure results. We know that there are many of you who would willingly join with us



in this vital battle for the very life of the industry, if we could see you personally. Fifteen nurserymen have sent in pledges unsolicited since January 1st.

And we want and need every one of you! We can't afford to send a personal solicitor to see

individuals. So we take this means of asking you to join with us--to write Headquarters for information concerning the financial pledge.

It is true that you will benefit even though you do not lend your financial support. But it is also true that your benefits will be vastly greater if you do, for subscribers to the fund are kept informed of every step and phase of the campaign and are thus able to lay their individual plans to best advantage. Every facility of the organization is at the disposal of campaign subscribers. From a purely selfish standpoint it's worth all, and more than it costs you to share in this campaign.

Right now, while the matter is fresh in mind, won't you write to National Campaign Headquarters, and tell us that you are with us for the balance of the campaign? We will send you complete information and tell you the amount subscribed by other nurserymen who do a like volume of business.

NATIONAL CAMPAIGN HEADQUARTERS

Speaking for nearly 900 co-operating nurserymen

UNION BANK BUILDING, DAVENPORT, IOWA

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. LII

ROCHESTER, N. Y. JULY 15, 1930

No. 2

Pacific Coast Nurserymen's Annual Meeting

Lively Topics of Trade Interest Featured—Discussion of Committee Reports Occupied Large Part of Sessions—Director Cary Outlined Fall Campaign Advertising Plans

Twenty-eighth annual convention of the Pacific Coast Association of Nurserymen was held at the Hotel Sir Francis Drake in San Francisco, July 8-11 with a large attendance and marked interest in the program. President George C. Roeding, Jr., in his annual address reviewed the work of the association and held out promise for much activity in the near future. Executive Secretary C. A. Tonneson, as usual, presented a comprehensive report which supplied much material for serious thought and discussion. Few, indeed, are the trade associations anywhere that have the benefit of such exhaustive studies of trade affairs and such practical suggestions as come from the hand of Mr. Tonneson. For years he has been the mainstay and counseling factor in support of successive administrations.

The sessions were enlivened by active consideration of the features of the program as presented on page 261 of the June 15 issue of the *American Nurseryman*.

At the business session these officers were elected:

President—W. C. Thompson, Tacoma, Wash.

Vice-Presidents—H. A. Hyde, B. E. Amyx, California; B. A. Michell, Oregon; A. Diederichsen, Idaho; H. M. Eddie, British Columbia; J. G. Vorse, Utah.

Executive Committee—F. W. Griffiths, Puyallup, Wash., Nursery; P. Benthien, Tacoma, Wash.; A. H. Steinmetz, Portland, Ore.

Member Board Trustees—Charles Malmo, Seattle, Wash.

Executive Secretary—C. A. Tonneson, Burton, Wash.

1931 Convention—Tacoma, Wash.

The convention throughout was all that President Roeding and Secretary Tonneson had promised—enthusiastically educational. Its profitable features were freely commented upon. A prime feature of the occasion was, as usual, the presentation of standing committee reports. Discussion thereof occupied a large part of two sessions.

Rose varieties, Manetti stock investigations (by M. McDonald, Orenco, Ore., and by L. B. Scott, senior pomologist, Shafter, Cal., and the mosaic disease formed an important symposium.

Director C. E. Cary, educational department, National Publicity Campaign Headquarters, opened the discussion for fall campaign advertising.

On the evening of the first day a meeting



of the Nurserymen's Protective Association was held.

To residents of the eastern and middle states it seems strange to regard San Francisco as the eastern headquarters of anything; yet the Nurserymen at the convention were invited on the evening of the second day to make a trip to Chinatown, San Francisco's famous for Eastern Headquarters.

On the evening of the third day the feature was a banquet at which J. M. Asher was toastmaster and Chester Rowell spoke on a new program of state parks, with lantern slides.

There was a visit on the first day to Golden Gate Park under the guidance of Park Superintendent John McLaren of whom Nurserymen of America have heard much.

Landscape plantings in and about San Francisco were visited on the second day under the guidance of President Roeding.

On the fourth day morning there was a choice of visits to the peninsula including Burlingame, Stanford University and San Francisco Bay Bridges, under direction of R. D. Hartman. The East Bay District, ferrying across San Francisco Bay and including University of California, Oakland Sky Line Boulevard, under B. E. Amyx's direction. Santa Cruz Mountain trip, California Big Trees, with H. A. Hyde as guide.

On the afternoon of the last day there was a barbecue and entertainment as guests of George C. Roeding, Jr., at the California Nursery Company's grounds, Niles.

Iowa Nurserymen's Short Course—Some 55 members, under the leadership of President Fred Jackley, Panora, early this month took a short course of instruction in a tour of the Iowa State College departments and the orchards, Nurseries and field equipment.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

Nursery Trade Holding Its Own

Valley City, N. D., July 7—Crop conditions of the Northwest are promising. Rains have been plentiful. The farmers, however, are all on a buying strike if such it might be called; 60c wheat, 30c butterfat has put the farmers in a bad mood. Undoubtedly, the slack industrial conditions of the East are effecting the purchase of the farmers' supplies. This all goes to show that no section of our country stands alone but that the farmer is interested in the success of the manufacturer and the business man of the East is interested in seeing the farmer get a price for his products so he will be in position to buy. Undoubtedly, conditions in the West will not improve until the wheels of industry turn more rapidly in the industrial centers of the East.

There has been some falling off in last spring's sales all over the Northwest but they were surprisingly strong considering conditions. In the ornamental field people were never more interested. They were willing to buy but it was difficult to close large orders in full. Customers would cut their orders in two or take only a part which cuts down sales totals. There is every evidence of a greatly increased interest in home grounds beautification and this business is surely to come to the Nurserymen with the return of fair business conditions; so far as we can estimate the Nursery business is holding its own better than any other non-necessity.

THE NORTHWEST NURSERY CO.
E. C. Hilborn

A Prosperous Season

New Galilee, Pa.—We have had an excellent growing season this spring and while rainfall has been a little light, our stock is excellent. The season just closed has been one of the most prosperous in our experience and many repeat orders that are now coming in speak for themselves as to what good merchandise and prompt and courteous service will do in the way of enhancing sales and making for better and more profitable business from year to year.

KEYSTONE STATE NURSERIES
F. R. George, Pres.

Annual meeting and exhibition of the American Rose Society will be held in conjunction with the First National Atlantic City Flower and Garden Pageant, Sept. 11.

American Association Holds Lively Annual

Important Trade Topics Discussed By Convention Attendants—E. St. Elmo Lewis' Address a "Corker"—Attorney Macdonald Completely Covers Plant Patent Law
PUBLICITY CAMPAIGN REPORT PROVES OF GREAT INTEREST

FIFTY-FIFTH annual convention of the American Association of Nurserymen was held at the Nicollet Hotel, Minneapolis, Minn., July 15-17 in accordance with program announced. The attendance, while not as large as was expected, was representative of Nursery concerns from the Atlantic to the Pacific and of states North and South. Business of importance was transacted and entertainment kept all present pleasantly occupied between sessions.

The morning of the first day was devoted to welcoming the arrivals, registration, arrangement of exhibits and executive committee meetings.

In the afternoon the members and ladies were taken in automobiles to Spring Park, Lake Minnetonka where various sports were enjoyed and where dinner was served. On the trip the monument to the Wealthy apple and its introducer, Peter Gideon, was viewed.

The prominent part on the program occupied by the Nurserymen's National Publicity Campaign was indicated upon entering the convention hall the walls of which, as was the case at the Boston convention hall last year, were covered with clippings of Campaign articles from newspapers all over the country. This year the clippings were grouped under prominently displayed red letter headings in large type: "Wide Publicity Given National Garden Prize Winners," "Planting Cartoons Featured by Newspapers," "Nursery Press Sheets Widely Used," "Every Home Should Have an Outdoor Living Room." Above the speaker's table was stretched in bold type the slogan: "It's Not a Home Until It's Planted." In addition large easels were placed at the sides of the hall showing letters and telegrams from yard and garden enthusiasts, articles from the agricultural press relating to the planting contest for farm grounds improvement, photographs of prize-winning gardens in the Buffalo, N. Y., territory.

In a room adjoining the exhibits room were displayed Campaign literature advertising the methods for tying up the national publicity with subscribers' individual advertising.

The session hall was nearly filled when the convention opened on July 15. Invocation, welcome and response were as per program.

President Augustine's address was a ringing statement of present conditions in and out of the association, a review of accomplishments and needs and a challenge for the future. He gave high praise to those who in the face of seemingly insurmountable obstacles encompassed the transformation of a bill into the first Plant Patent Law enacted in our country. The address was heartily applauded.

The address by E. St. Elmo Lewis, noted advertising expert, was one of the best the association has listened to in years. His subject was: "What Can We Learn From Present Business Conditions?" In reality it was much more than that.

"I believe," said he, "that I may be able to suggest some practical things to this trade group out of my experience in asso-

ciation with 125 to 150 trade groups. In brief I want to bring home to you the importance of the consumer."

Citing an instance of a department store proprietor who asked him how he could induce larger patronage he said: "I asked him why he did not ask people to trade with him instead of waiting for them to come in. The women of the country buy 85% of the goods sold; the men pay the bill.

Consider the Consumer—"The consumer is a very important person. He, or rather she, has been little considered until the last few years. Lately more and more the progressive business men have been trying to find out her wants. First, then, consider the consumer. Second, the manner in which you are developing a trade conscience and trying to do business with the consumer. Now I hear on an average twice a week addresses by presidents of trade associations; I think this is the first time I have heard an address so much to the point as was the one your president has just delivered.

"We see evidence on the walls of this hall of the tremendous force you Nurserymen have set at work for expending your industry. I wonder if you realize the great job that has been done. We think we know our business; but do we know our customers? I have talked to 200,000 business men in the last four years; but there was not a single group that could answer the question. New ideas in merchandising, like new inventions, are coming to the front. When Wanamaker sold seconds as such and all goods at one price, other merchants said he was crazy and attempted to keep his advertisements out of the newspapers. Yet he died worth fifty million and found everyone in the country adopting his methods. He said it cost too much to haggle over prices; that it cost too much to lose customers so he guaranteed satisfaction.

"Wanamaker, too, knew the woman of America; he studied what she bought. She's a better buyer than her husband. She dictates the style of her home. The woman and the editor make the garden contest possible. **Every one of you ought to have a competent woman on your staff.**

Women to Control Industries—"In 2035 the women of the United States will control the industries of the country. Women own nearly 50% of the stock of American Telegraph and Telephone Corporation and nearly 50% of U. S. Steel and some other big businesses. She gets 65% of the divorces and all the alimony! She buys 60% of the clothes—and never has anything to wear! She picks out the house and the automobile. In most of the transactions by a man somewhere a woman is making up his mind for him.

The Customer Buys Results—"He is not so much interested in the means employed. I congratulate you upon recognizing fundamental conditions—to sell a result. The means ought to belong to your skill if you have any. **Consumption and distribution are the present day problems.** Production has to do with scientific methods. A thousand concerns in the country—like General Motors, National Cash Register and

Burroughs Adding Machine—have systemized their businesses. Just because you have never done this way don't deny that there is merit in it. You may have found that in your business at times you have produced too much; you may have not provided what is wanted when it is wanted, or the price was not right. You probably know what surplus stock means; some of you may have sold it to department stores to see if they could get rid of it.

"The women put Henry Ford out of business temporarily. They were enamored of the blue Chevrolet and declared that they would no longer ride in a Model T; they could only buy it in black anyway!

"In time you Nurserymen will not try to grow everything in the Nursery line. Some are specializing now. There will be more retail Nurserymen. You will realize that you cannot take the chances but must give service. Keep the woman customer in mind. It will be only prudence to give her what she wants and when she wants it.

Trade Practice Councils—"Nowadays these are classifying producers, wholesalers, retailers; and each one of you will have to stay in your own box. It will profit no one to play in any other way. You must train your salesmen. You must make your catalogues understandable. As an ordinary customer, for instance, I am buying results—not a Latin dictionary. Botanical names are not for such as I. You must talk my language. And you must talk from my standpoint. I know nothing about Nursery stock; yet you send me your catalogue. Try your catalogue on your children. Ask your wife to look at it and see if she can understand what you are talking about.

"This is a new era for the trade association—the super-business group. There are 3,000 trade associations, boards of commerce, etc., in the country. These are coming together as single units, some with 30,000 members, to do what the units cannot do for themselves. Talks are giving place to real accomplishment. Common experiences in an industry are being analyzed.

Nurserymen's Campaign Exceeds Any Similar Undertaking—"Today I spent nearly two hours in this room studying this display on the walls and other features of your Campaign exhibit. You have nothing to compare to this.

"I'll say there is not an association in the United States that has made such a showing as this even though they may have spent six to eight times as much.

"I hold no brief for the Ramsey Company. Rather I am here to criticize. I have nothing to sell. This work stands unique in volume and quality. I can hardly believe the cost was so small comparatively. I have been through many kinds of publicity campaigns. This one stumps me. I cannot describe my own reactions to this record of accomplishment.

How To Get Results—"Some may be asking this question. Let me tell you that you cannot expect a Publicity Campaign to produce except in mind; it will not promise success without individual effort. You fishermen, for instance: Do you use the bait you like or the kind the fish like? When

you solicit business, think of the dumbest man appealed to and use the bait needed. **Help the buyer buy.**

"Even the largest of you cannot stand alone. There must be an aggregate of the strength of the smaller ones too. This is an age of cooperation—the big with the little. There must be stabilization of distribution to widen markets."

President Augustine said that words failed to express appreciation of Mr. Lewis's address. "I do not remember an address before this association which had so much meat in it."

Mr. Lewis offered to consult with any Nurserymen who wished to call on him at his hotel room during the afternoon.

As it was impracticable to hold on Tuesday evening a meeting of regional representatives to nominate officers and recommend next place of meeting the by-laws were amended to permit holding the meeting on Wednesday.

In the afternoon there was a motor trip to parks and other scenic points in the twin cities. Chairman M. Cashman of the arrangements committee announced that the governor of Minnesota (who did not sign a bill permitting establishment of a State Nursery) would speak at the banquet Wednesday night; also that President W. G. McKay of the Retail Nurserymen's Association of the U. S. had arranged a dinner for the members Tuesday night, and that the Women's Auxiliary Association would have a luncheon and motor trip Wednesday.

R. D. Underwood's son took photographs of the men and women of the convention, singly and in groups. From these cartoons were made for use in the mimeographed daily convention bulletin.

The program as published was followed on the second and third days. Of principal interest were the reports in connection with the Publicity Campaign and the report on Plant Patent Law by Attorney M. Q. MacDonald. The latter was presented on Wednesday morning; the former in the afternoon. Reports by the arbitration committee and Chairman E. C. Hilborn's market development committee; also Chairman W. W. Hillenmeyer's advertising committee were presented.

Glenn W. Herrick spoke on "Some Aspects of Plant Quarantines."

Crown gall reports occupied first attention at the Thursday morning session. L. B. Scott, U. S. Dept. Agr., Shafter, Cal., reported on Nursery stock investigations of the last year. Chairman William Flemer, Jr., reported on legislation and the tariff; W. J. Smart on membership.

Market Development Report

In his report of the A. A. N. marketing development committee Chairman E. C. Hilborn directed attention to effects of business depression on the Nursery trade. House building last year fell off 48%—practically 100,000 less homes to landscape this year than a year ago. On business transacted collections were poor in many cases.

The Publicity Campaign has been in progress since March 1929. Three major activities have been conducted by the association: Advertisements in magazines of national circulation; yard and garden contests in city and country; helps to Nurserymen in tying up with advertising have been supplied.

It has been noticeable to all that garden interest reached its peak this spring—greater degree than ever before.

"We know that our Nurserymen are

CONVENTION SIDELIGHTS

Robert C. Chase, Birmingham, Ala., was considerably ruffled soon after his arrival by being mistaken for another prominent Southern Nurseryman.

Herbert Chase, once a regular attendant at A. A. N. conventions, was welcomed by many old friends. For a time after leaving the East Mr. Chase was in horticultural activities in Western Colorado. Then he moved to California where he is again in the Nursery business at Escondido.

Sam A. Miller, of Oregon, has been on an eastern trip several weeks. He was in Chicago for the Rotary roundup; then visited Michigan Nurseries before starting for Minneapolis. While in Chicago he paid a barber at the Sherman Hotel within two cents of the price of a bushel of wheat in his home town for a shave. Wheat is 77 cents a bushel out his way; the barber said his service was worth 75 cents. Mr. Miller says Nurserymen's prospects on the Coast are better than they have been in years.

Roy Underwood's son took a number of individual and group photographs of Nurserymen, some of which were the basis for cartoons by a newspaper artist for reproduction in the mimeographed bulletin issued daily by the local committee for the information and amusement of the A. A. N. members and their families.

Among those who motored to Minneapolis for the convention were Mr. and Mrs. George Searle, Rochester, N. Y., and, as usual Mr. Searle had interruptions en route due to motor trouble. He had scarcely reached Niagara Falls when a connecting rod broke. A little further along a valve failed; but he arrived on the first day and before night had run up a fine score at the Minnetonka Lake bowling alley, notwithstanding the fact that he had not bowled since 1917.

Bert Taylor, Topeka, bowled six balls down the ditches before he moved a pin, but he said he was having a fine time. R. C. Stoehr, the Dayton, O., label man, tried

sensible businessmen," says Chairman Hilborn. "They are not expecting the impossible. They were not looking for miracles. The fact that they have been able to hold their own when other lines of industry were suffering severe losses should be a source of satisfaction. It is unfortunate for the Market Development Committee that we have run into this business depression. Whatever help these campaign activities have given, whatever increased interest it has created with the customer, whatever sales resistance it has broken down, has come at a most opportune time.

"It has been mighty pleasing to the committee that we have received fine letters of encouragement and comments from some of the clearest headed Nurserymen of our industry."

Secretary Sizemore's Report

Secretary Sizemore in his annual report made his usual showing; that is, the office only lacks a few dollars of being self-supporting, the same as in the past. He has also handled 14 cases this year as chairman of the vigilance committee; 13 of these were settled satisfactorily, leaving one unsettled but the vigilance committee at the convention hoped to dispose of this to the satisfaction of all concerned.

Twenty-five new members were taken in-

to coach him, but only made matters worse. Stoehr said that if the pins had been apple seedlings Bert could have seen them.

Weber's special pullman from St. Louis was only half full and some of the Nurserymen reported that they were the single occupants in pullmans, in one instance with radio in operation.

Early this month President Augustine's Rotary Club gave him a diamond-studded past president's lapel pin which he carefully refrained from covering with his association badge.

Uncle John C. Chase, Derry, N. H., maintained his fine record for constant A. A. N. convention attendance, by arriving with Mrs. Chase from California on the evening of the first day, after a day's hold-up caused by a landslide which obstructed the railroad track near Ogden. Mr. Chase, as usual, attended the convention of the Pacific Coast Association of Nurserymen in San Francisco, July 8-10.

Former President William Flemer, Jr., was among those who were unavoidably absent. A new 9-pound son the cause.

It seems that Paul C. Lindley, Pomona, N. C., was first to promulgate the slogan "An Outdoor Living Room," using it in his own business and advocating its use generally in an address before the A. A. N. association when he was the president.

An announcement authoritatively and determinedly made by the president as the Tuesday session adjourned: "If we are to conduct the program of this convention effectively and get through with our business you have all got to help. We were 45 minutes late in starting today because members were not in their seats at starting time. It is a discourtesy to the officers who have prepared the program and to the speakers who have prepared addresses, for the members to ignore the starting time for the sessions."

Incorporated—Edward V. B. Felthousen, Raymond Felthousen and J. Edwin Felthousen of Niskayuna, Schenectady County, N. Y., are the promoters and principal stockholders of E. V. B. Felthousen and Sons, Inc., of Niskayuna, incorporated this month, \$50,000, to do a Nursery and greenhouse business.

to the association during the fiscal year; \$57,386.22 in bad accounts and claims was collected for the membership through the secretary's office this year.

Officers, 1931 Convention

St. Louis put in a bid for the 1931 convention, calling attention to the accessibility of the city and its various attractions, among which it mentioned the Missouri Botanical Garden, the Municipal Opera, the great collection of Lindberg trophies, and the well known hospitality of the community.

There was also the expected bid from the East—Atlantic City, N. J., again wanting the convention to come there, stressing the cool ocean breezes as against the usual hot weather of mid-July in inland cities.

The association will hold its 1931 convention in Detroit, Mich.

The following officers were elected: President, John Fraser, Jr., Huntsville, Ala.

Vice-president, E. C. Hilborn, Valley City, N. D.

For member of executive committee (W. G. McKay retiring) A. M. Augustine, Normal, Ill.

Plant Patent Act of Great Value to Trade

A. A. N. Attorney M. Q. Macdonald Enthusiastic Over Good Fortune in Getting Bill Passed in Short Order—Special Boon to Present Business Depression

ENCOURAGEMENT OF PLANT BREEDING OF INESTIMABLE BENEFIT

THE first time that I ever met a Nurseryman, I was obliged to hear a rather long story about the necessity for giving the originators of new plants the same sort of protection that is given to the inventors of can-openers and a host of things of less benefit to humanity than new plants. I confess that while the idea seemed sound enough, I was somewhat bored, because I could see no chance of getting such legislation through Congress. I had been putting forth every effort, in connection with a large group of associations, to secure the passage of a bill by Congress, and at the end of five or six years we had faced all the 57 varieties of legislative combinations and were about where we started—except that we were pretty well worn down. I did not see how any group as small as the Nurserymen could ever hope to put such a project through and felt that it was a waste of time and money to attempt it.

The next think I knew, the Association had directed the president and executive committee to go into the matter, and to appoint a special committee, or give it in charge of some standing committee.

Then the Illinois Association pledged its support to the effort to secure this legislation, and since that time the question of protection has been examined from every angle. This year, the mandate of the association has been finally and fully carried out.

It is seldom indeed that any piece of work that is finished quickly is appreciated. The very fact that a thing is accomplished quickly gives the bystander the impression that it must have been an easy thing to do. I may go further, and say that when another job comes along and the difficulty of accomplishment is obvious, they are inclined to look around for someone else to do it on the theory—which is common enough—that the best talent is always outside the organization. We are, after all, very much like cattle that seem to believe that the best grass is in the next field. If there is any lack of appreciation of the work of your Patent Committee, I am sure that it is due solely to unfamiliarity with the task it undertook—and accomplished.

Background of Remarkable Act

As this committee has left to me the duty of discussing the new Plant Patent Act, I shall consider that this also gives me the privilege of giving you a picture of the conditions they faced when they undertook the work. This Association has always, within my memory at least, had good committees, but it has never had a more efficient one than this, which has hung up a record of accomplishment that any committee in this or any other association will have difficulty in surpassing. I say this with due appreciation of the ability of every other committee with which I have been privileged to cooperate.

The background of this remarkable accomplishment was briefly this:

For about 140 years, the very thought of rewarding the creator or discoverer of a new thing in plant life, was a stranger to our system of laws. You know lawyers, and legislators trained in the law, and their

very natural tendency to ask for precedents. There are no precedents. There were no models of draftsmanship. There was no similar law in this or any foreign country. It remained for our country to take the first step in this direction. If you could but see the letters I have received from foreign embassies and ministries you would realize that this is but the beginning of a world movement to recognize the value of the services of the plant developer.

Any revolutionary proposal, however meritorious, usually requires many years of educational effort before it is seriously considered by a legislative body.

A Gloomy Picture

In addition to overcoming this natural and well recognized handicap, your committee was faced with a picture that seemed gloomy indeed to the best legislative prophets. Few laws that we now accept as a part of our everyday life were passed without long and patient effort. The Pure Food and Drugs Act took years to pass. The act prohibiting deception in the sale of naval stores took years. The misbranding bill, sponsored by members of both parties and favorably considered in Committee, has never passed, and its author died with his work unfinished. You all remember the long struggle for the Arboretum bill. The so-called Mechanics Lien bill still languishes in the hands of a Committee that has, at the suggestion of Mr. Hoover, been working for years. The Negotiable Instruments Law took years to pass, and the same is true of the Warehouse Law and nearly every other law you can call to mind. In short, the almost invariable experience of the sponsors of every bill is a long, patient struggle, a long series of disappointments and of compromises, and a law so different, sometimes, from that which was originally proposed, that its sponsors would hardly recognize it.

Add to this the fact that Congress is a very large and proportionately unwieldy body, and that many other bills must have consideration if their authors, and sponsors, can bring this about.

Amid 19,000 Bills

Other measures? Do you realize that over 19,000 bills and resolutions were before this Congress, and that this is nothing unusual in Congress? If you knew at the outset that your bill and 19,000 others were to be introduced, what odds would you ask if you cared to bet on your favorite?

But that it not ALL—far from it. If you knew that Congress would also consider the London Naval Treaty, the Veterans Relief Act, the Amendment of the Federal Reserve Act, the Agricultural Marketing Act, the Great Rivers & Harbors Bill, the transfer of Prohibition Enforcement to another department of government, the overhauling of criminal procedure in Prohibition cases, the Radio Commission Bill, a Constitutional Amendment, the Legislative, Executive and Judicial Appropriation Bills, the control of Interstate Traffic in Buses, and last, but very far from least, the revision of the tariff, you would probably think that you were entitled to odds considerably better than 19,000 to 1.

In the face of that combination, which this Committee fully appreciated, would you have censured it if it had brought back your instructions and reported back to you at this meeting: "Gentlemen—it can't be done!" The only thing that would seem to have justified the hope of favorable consideration was the fact that never before has Congress been quite so solicitous of the condition of agriculture and that just then agriculture was beginning to look askance at some of the industrial tariff schedules. The passage of this bill was due above all to the doing of the right thing at precisely the right moment. This ability to recognize and seize the psychological moment is given to few, indeed—and fortunate is the association that has such talent available at any critical moment.

Pure, Unadulterated Optimism

The passage of the bill by both Houses of Congress, which still astonishes me, is due to splendid leadership, splendid committee work, and splendid support from members whenever their assistance was called for,—and doubtless a series of lucky breaks that probably never could be duplicated. With profound apologies to your officers, I can only say that never before have I seen any group with so little sense as to try to get a bill in and out of Congress in one session. For pure, unadulterated optimism the officers of your association are entitled to a place in history. If our industry as a whole will possess themselves of an equal amount of optimism, resourcefulness and driving power in selling plants and trees, God help the other industries that are fighting for our share of the householder's dollar.

One further word, if I may, about the work of the Committee before I touch on the bill itself. In accordance with your instructions, it sought an amendment to the Patent Act. Almost immediately it was suggested that we might have Plant Registration. Plant Registration, to carry real protection, must be based on the Patent clause of the Constitution. If it did not bring protection and was to be merely what its name implies—a Registration—it was of little value—a red-herring across the trail, and not worth the struggle for National legislation. The Committee "stood Pat." The next suggestion was to accept trade-mark. A trade-mark is merely the registration of a mark indicating the origin of the goods to which the mark is attached. It gives one the right to sue in the Federal courts if anyone else uses or imitates that mark. So long as that mark is not infringed, anyone could reproduce a million of the new variety of plant, call them by any name he wished, and leave the originator right where he has been for the last century—where he has always been. It was just another form of registration without any real protection.

A Snare and Delusion

As a supplement to a Patent Law amendment, a trade-mark amendment would be highly desirable. As a substitute, it would be a snare and a delusion. Again your Committee "stood Pat". Copyrights were suggested. This was merely confusion of

thought. Copyrights are patents called by another name and are issued under the authority of the Patent Clause of the Constitution. The Copyright law could not be appropriately amended—copyright procedure is not appropriate for plant work and the Patent Office and not the Library of Congress is the organization best equipped to do this work.

Next, there was a demand that the plant patents should be limited to a 5-year term instead of the usual 17. Consider that a moment, and remember that after a patent is granted it may take several years to build up a stock of any size. Remember also that while the manufacturer of automobiles or breakfast foods can make, sell and ship them 52 weeks in the year, plants grow only for so many months, and the shipping seasons are even shorter. Poor growing seasons and plant quarantines may be thrown in for good measure.

Such proposals were all opposed on the theory that was later expressed by House Committee itself—namely, that there was no just or logical reason why the plantsman should be denied the same reward for his service that is given to the inventor of a mouse-trap or a mechanical toy.

If your Committee had yielded to discouragement and had accepted any compromise or half-way measure, it might have been another 20 years before they or their successors could have had the bill that they have reported back to this convention. It was good work, well done.

It is unnecessary to deal at length with the leadership of Senator Townsend and Representative Purnell. The accomplishment speaks for itself. The law which is now known as the Townsend-Purnell Act will stand for generations as a monument to their vision and ability. Without them, it is hard to believe that the law could have been passed.

Bill Is Comparatively Simple

The bill itself is comparatively simple. It authorizes the issuance of a patent granting the exclusive right to asexually reproduce, use and sell any distinct and new variety of plant, other than a tuber-propagated plant.

Thus, plants propagated from seeds or tubers are excluded. However meritorious might be the creation of a new variety reproduced by seed or tubers, the fact remained that seeds are, in so many instances, produced for food. Wheat, corn, oats, rye, rice, and the like, are reproduced by the farmers to sell, and the grant to the patentee of the exclusive right to use or sell such seed would appear to be impracticable. The same is, of course, true of potatoes. It may be that some form of encouragement may later be devised for the plant breeder who develops better things reproduced solely from seeds, but the inability to accomplish every desirable end, to foresee and avoid every possible difficulty, to allay every fear, and answer every possible question in advance was no reason for refusing this belated justice to those who can come within the new law.

House Committee Declaration

The House Committee very clearly summed up the case when it said:

"No one has advanced a just and logical reason why reward for service to the public should be extended to the inventor of a mechanical toy and denied to the genius whose patience, foresight, and effort have given a valuable new variety of fruit or other plant to mankind."

Again, the House Committee on Patents spoke to the point when it said:

"The only possible objection to such a measure as the present bill might come from a few propagators who wish to continue their custom of unfairly appropriating the life work of the plant developers who have contributed their time and funds but have been helpless against this form of piracy under existing laws. The history of the men who have originated, developed, and introduced new plants of inestimable value to humanity and have died in poverty, amply demonstrates that this practice should be outlawed."

In spite of the publicity that has appeared concerning this new law, it has a number of times been necessary to assure inquirers that nothing that the public or the Nurseryman has today can be taken away. The law applies only to new varieties, and, as if that were not clear enough, it is specifically provided that "no variety of plant which has been introduced to the public prior to the approval of this Act shall be subject to patent."

Effect Upon Nurserymen

Doubtless everyone agrees with both the Committees of Congress that encouragement of plant breeding will be of inestimable benefit to mankind, but many may have asked the question—"What will this law do for me?"

How many Nurserymen are really satisfied with competitive conditions?

How many are there who are anxious over the possibility that they are greatly overstocked with this or that common variety of plant or tree?

Everyone knows that it is the surplus that eventually controls the price and wipes out the profits. So long as a Nurseryman depends solely upon producing and selling thousands of standardized, common-place varieties in competition with tens and hundreds of thousands of the same varieties, so long must he face all the griefs, the distress and the discouragements that come with keen competition and over-production.

Examples here and there have occurred, of Nurserymen who hoped to pull themselves out of this quagmire of competition by developing a new and better plant—something that was not produced in quantities by everyone else at quantity-production prices. As a rule they were soon back at the place from which they started, for their competitors soon built up their stocks of the new variety, and made the most of the demand which was created by the pioneer advertising.

What would these Nurserymen have given to have known, to the last plant, the exact supply available, and to have been able to control the number produced, the price, and the territorial distribution of the new variety? This they could do only through the patent law and the grant of licenses.

Overproduction Remedied

With patent protection, they would have found it worth while to develop new and better varieties, or to have purchased others of outstanding merit, and to specialize in these lines instead of engaging in the unceasing and discouraging struggle with over-production and unsatisfactory prices. Incidentally, their gradual withdrawal from the overworked fields would afford relief to those who are not interested in the newer lines.

They would have competition—the competition of newer and better things; but they would be freed from much of the discouragement of over-production and profit-killing surplus.

Without such protection, could any small

Nurseryman profitably undertake the development and introduction of a new variety?

Freed from these impossible competitive conditions, a single Nurseryman with a really meritorious article is in a position to make more than it has cost this entire industry to accomplish this most remarkable achievement.

I have been asked whether it will be possible for a patentee to refuse to license others to reproduce and sell the new plant. That is certainly the purpose of the patent law, which grants to the patentee the exclusive right to make, use and vend the new invention or discovery. On the other hand, it must be remembered that the patentee will profit in direct proportion to the number of plants sold, and he will, in all probability, receive a more satisfactory return by licensing others to reproduce and sell on a royalty basis than he would from any futile attempt to create and supply the entire demand, unaided. Anyone who might at first feel aggrieved at the possibility of being unable to secure a license should consider, first, that he has no right whatever to any new plant that is the property of another, whether such plant be patented or unpatented, and second, that if everyone could demand a license as a matter of right—he and every other licensee would face the same uncomfortable situation that they live, or exist with today—over-production and unprofitable prices.

No Monopoly Prices

No one need ever fear monopoly prices. If the price is set too high, the demand will be supplied by some other article. The public has lost nothing that it has today. Those who care to do so may continue to propagate everything that is on the market today.

If I may be permitted to offer a word of advice, I would suggest the exercise of considerable discrimination in applying for plant patents. I would not attempt to patent every new variety that by any possibility might clearly be distinguished from anything else. Varieties in plant life, like devices in the mechanical field may be new, but of no outstanding merit. There will be comparatively little demand for such things and the time and effort expended in developing, patenting and marketing them, could probably be more profitably employed in some other direction.

This, I know, is bad advice from a lawyer's point of view—but it is sound, nevertheless.

A word or two about applications for patents. The law is new. The Patent Office has had a century of experience with mechanical patents, but it will be obliged to feel its way carefully in issuing plant patents. Its old rules will doubtless be inapplicable in many respects, and new rules must be prepared to cover the new situation that Congress has created and these rules may be expected to change from time to time as the experience of the Patent Office in this new field increases. The Patent Office does not—cannot issue a patent like the Post Office issues a money order—upon the preparation and filing of a short form of application. The preparation of an application requires fully as much care and skill as the drafting of pleadings in a law suit. This branch of the law has become a highly developed specialty. The applicant must assume, for the time being, that the Patent Office knows nothing of plants and existing varieties, and it will be necessary to furnish the attorney with much

(Continued on Page 33)

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL

PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

Published Semi-Monthly by
AMERICAN FRUITS PUBLISHING CO., INC.
39 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Treas.
Phones—Main 5728, Glenwood 760
Chief International Publication of the Kind

SUBSCRIPTION RATES

One Year, in advance	-	-	-	\$2.50
To Foreign Countries and Canada	-	-	-	3.00
Single Copies	-	-	-	.30

ADVERTISING RATES on Application

Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., JULY 15, 1930

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes—cut rates, "clubbing," premiums and deferred payments never being employed.

The Mirror of the Trade

THE PLANT PATENT LAW

A BILL TO PROVIDE FOR PLANT PATENTS

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That sections 4884 and 4886 of the Revised Statutes, as amended (U. S. C., title 35, secs. 40 and 31), are amended to read as follows:

"Sec. 4884. Every patent shall contain a short title or description of the invention or discovery, correctly indicating its nature and design, and a grant to the patentee, his heirs or assigns, for the term of seventeen years, of the exclusive right to make, use, and vend the invention or discovery (including in the case of a plant patent the exclusive right to asexually reproduce the plant) throughout the United States and the Territories thereof, referring to the specification for the particulars thereof. A copy of the specification and drawings shall be annexed to the patent and be a part thereof.

"Sec. 4886. Any person who has invented or discovered any new and useful art, machine, manufacture, or composition of matter, or any new and useful improvements thereof, or who has invented or discovered and asexually reproduced any distinct and new variety of plant other than a tuber-propagated plant, not known or used by others in this country, before his invention or discovery thereof, and not patented or described in any printed publication in this or any foreign country, before his invention or discovery thereof, or more than two years prior to his application, and not in public use or on sale in this country for more than two years prior to his application, unless the same is proved to have been abandoned, may, upon payment of the fees required by law, and other due proceeding had, obtain a patent therefor."

Sec. 2. Section 4888 of the Revised Statutes, as amended (U. S. C., title 35, sec. 33), is amended by adding at the end thereof the following sentence: "No plant patent shall be declared invalid on the ground of noncompliance with this section if the description is made as complete as is reasonably possible."

Sec. 3. The first sentence of section 4892 of the Revised Statutes, as amended (U. S. C., title 35, sec. 35), is amended to read as follows:

"Sec. 4892. The applicant shall make oath that he does verily believe himself to be the original and first inventor or discoverer of the art, machine, manufacture, composition, or improvement, or of the variety of plant, for which he solicits a patent; that he does not know and does not believe that the same was ever before known or used; and shall state of what country he is a citizen."

Sec. 4. The President may by Executive order direct the Secretary of Agriculture (1) to furnish the Commissioner of Patents such available information of the Department of Agriculture, or (2) to conduct through the appropriate bureau or division of the department such research upon special problems, or (3) to detail to the Commissioner of Patents such officers and employees of the department, as the commissioner may request for the purposes of carrying this Act into effect.

Sec. 5. Notwithstanding the foregoing provisions of this Act, no variety of plant which has been introduced to the public prior to the approval of this Act, shall be subject to patent.

Sec. 6. If any provision of this Act is declared unconstitutional or the application thereof to any person or circumstance is held invalid, the validity of the remainder of the Act and the application thereof to other persons or circumstances shall not be affected thereby.

Horticultural Census Starts

The mailing of the schedules for the 1930 Horticultural Census started July 15th and will continue for about a month. Since the Horticultural Census is regularly a part of the Decennial Census of the United States, it is obligatory upon every individual and firm in the horticultural industry to file a return. Failure to do so carries the same penalty as applies in case of the regular census.

These schedules cover: 1—Flowers, plants and vegetables grown under glass and flowers grown in the open; 2—Nursery products; 3—Flower bulbs; 4—Flower and vegetable seeds; 5—Mushrooms; 6—Blueberries and huckleberries.

The Census Bureau states that while it will do all it can to collect, tabulate and publish the census figures, it takes no responsibility for securing the data from members of the trade; this is put up entirely to the trade press and the various trade organizations. Special emphasis is given the fact that the schedules, as in other census studies, will be given absolutely confidential handling.

Attention of the trade is called to the receipt of these schedules. It is especially desirable that they be given prompt and careful attention.

A recent issue of the Northwest Fruit Grower carried an illustrated article descriptive of the Columbia and Okanogan Nursery, Wenatchee, Wash., which was established in 1906 by A. T. Grossman and J. R. Snyder.

Dutch Elm Disease

A disease of the elms known as the Dutch elm disease, which appeared in Holland about 10 years ago and since that time has spread over that country, destroying most of the elm trees, has been found in Ohio. The disease has been found in Cleveland and Cincinnati and at present is confined to relatively few trees. Plant pathologists had been looking for this disease in America for a number of years, but it had not previously been found.

The symptoms of Dutch elm disease are sudden wilting of the leaves of a few branches or over the entire tree, followed by yellowing and dropping of the foliage from the affected parts. The tree may be entirely killed in one summer or it may be a number of years before the disease finally kills it.

No cure is now known for individual trees having the disease. However, it is hoped that the spread of the disease may be prevented or at least restricted by prompt removal and burning of affected trees.

Better Fruit Magazine, Portland, Ore., gives to P. W. Meredith, Oregon City, the credit for launching the plant patent movement stating that through his efforts the National Association of Gardeners at its Toronto meeting last year featured the subject; also that through Mr. Meredith a number of Nurserymen of the county were interested.

Agitation of the subject (by Nurserymen for at least ten years) has been such that it may be difficult to locate the original sponsor.

A meeting of the South Alabama Nurserymen's Association was held July 9th at the Overlook Nursery, Crichton, Ala. W. H. Pollock, Mobile, is secretary of the association.

National Publicity Campaign Comment in West

Questions Raised and Answered in Western Florist Review of Sentiment and Arguments in Favor of the Campaign—C. E. Cary on the Job

The listing of Director C. E. Cary, of the educational department of the Nurserymen's National Publicity Campaign, for an address at the Pacific Coast Nurserymen's Association caused the following comment by the Western Florist on the four year advertising plan of the A. A. N., based upon observations by Nurserymen of the Coast territory—obviously matter of special interest to contributors to the Campaign Fund generally. The Western Florist, simply recording sentiment as observed, says:

"Some West Coast Nurserymen dissented from the national campaign policies, partially from the standpoint of injured pride. They claimed that: inasmuch as the campaign was directed from the Middle West and appealed mainly to the East, since that is where most of the population is, the West was slighted, if not quite ignored. They pointed out, with some degree of right on their side, that very few Western homes were shown in the ads.

"This, they say, made the campaign less effective, since flowers and shrubs grow in such profusion on the Pacific Coast that the Western homes should serve as highly educational models to the East. Many kinds of vegetation which grow out here could also be successfully cultivated in the East if a real effort were made to introduce them widely. So, they reasoned, it was and is highly necessary to show Western homes in the midst of this vegetation so little known east of the Rockies.

"Also, they said: 'We are in favor of advertising, all right, but not of a kind which does us no good. Why aren't we permitted to raise our own advertising funds and spend them right at home, where we will get direct results?'

"Another argument was that, conditions in the East being so different, that section of the country having nothing that can't be grown in the West and grown more effectively, there was nothing for the West to learn from the East, and there was no use of an advertising hookup for this section."

The answer is thus given by the Western Florist, and this is also of special interest to fund contributors East and West:

"Those who favor continuing the campaign reply to these objections with a good deal of logic. They say it is true that most of the advertising used arguments and illustrations aimed at the East and Middle West, but points to the fact that the Pacific Coast states have perhaps only one-twelfth or one-fifteenth of the population of the country, and can't expect to get much more than that share of the space.

"They believe, however, that the West actually did receive a greater proportion of attention in the advertising campaign than strictly was coming to it. Furthermore, in order to make the campaign effective, it has to be national and not local. The mass psychology of the nation when aroused, spreads everywhere and benefits the West in the home localities of the Nurseryman as much as it benefits the East.

"This is probably true, for the Pacific Coast, in proportion to population, has more time, more money and more appre-

ciation of the finer things of life, perhaps, than any other section. So, naturally, it follows that more national magazines are circulated out here.

"In reply to the argument that the money might better be spent in local advertising, it is declared that splendid results can be secured with the national campaign, and a tying-in local campaign which fits the national like a glove. Thus the one pointed attack reinforced by a drive on local conditions in each territory, would gain more than twofold effectiveness.

"There is, it might be shown, no lack of balance on the National Advertising Committee. Men from all sections of the country comprise it. John A. Armstrong, F. A. Wiggins, George C. Roeding, Jr., and O. A. Hobbs, for instance, represent the West. That is convincing proof that the West has been neither imposed upon nor slighted in the featuring of districts."

The telling arguments in educational Director C. E. Cary's many addresses before Nursery trade associations all last winter are cited in the well-balanced article we quote:

Now, aside from all other angles, there is an overshadowing importance to national advertising for Nurserymen. To the necessity advertising of a few years ago has been added luxury advertising which is even more insistent. The Nurseryman is now in active competition with the automobile, the radio, the vacuum cleaner, the electric washing-machine, as well as with new hats and new clothes and new shoes and potatoes and sugar and bread.

There are only so many dollars for the nation to spend each year; there is no exact allotment of these dollars for necessities and no allotment for luxuries. The purveyor of either which makes the more persuasive plea will get more than his theoretical share of the dollars. The industry which does no national advertising will get a much smaller share.

There are, for example, three large manufacturers of fountain pens and desk sets. The full-page and double-page spreads of one or all of these three corporations appear in frequent issues of the Saturday Evening Post. An official of one of these companies, recently in California, said:

"The fountain pen business practically speaking, before the World War, amounted to nothing. Then we began to advertise, and in 12 years we have taken \$60,000,000 from two other luxury fields—the jewelers and the florists!"

THE SPIRIT OF 1930

ON every hand a new interest in Home Planting is apparent. Everywhere garden clubs are springing up and the right flowering shrub for this or that effect is as much a subject of conversation as picking the right club on the golf course.

Behind this widespread movement is an idea and the plans of the American Association of Nurserymen to convert the "back-yards" of America into beautiful Outdoor Living Rooms. That this idea has won public acceptance is apparent on every hand.

On August 19 members of the Ohio Nurserymen's Association will make a trip to the Ohio State Experiment Station at Wooster under the direction of President H. S. Chard of Painesville, and Secretary G. Walter Burwell, of Columbus.

Plant Patent Act

(Continued from Page 31)

information that the applicant may erroneously assume to be matters of common knowledge. The Patent Office may and will draw upon the knowledge and experience of the Department of Agriculture, but the Patent Office alone is charged by Congress with the duty of finding the facts and applying the law.

For years the Patent Office has been inadequately manned. It was natural, perhaps, that the welfare of this branch of the Government did not greatly concern the agriculturists of the country, for the patent laws were of indirect rather than immediate benefit to them. The work of the Patent Office has now become of interest to all branches of agriculture and horticulture, and I am sure that the welfare of this office will, from now on, concern not only our own industry, but all agriculture.

Foreign Countries To Copy

It is not to be expected that this law is perfect. It may, in the light of some years of experience, require some amendment. Legislators are human and cannot foresee and anticipate every possible situation that may arise; but that furnished no reason for an indefinite delay of justice to the plant breeders. "The only way to begin is to commence" and I venture to predict, now the first great step has been taken, that in a very few years every important country in the world will have followed the lead of the United States, and recognized the value of plant breeding. Copies of the new law and the reports of the Congressional Committees are already the subject of study abroad and additional copies have been urgently requested. Even little Ecuador has called this law a "valuable project for the protection of agriculturists and horticulturists throughout the world." In Congress, the House Committee commented on the history of the men who have originated, developed, and introduced new plants of inestimable value to humanity, and have died in poverty.

That our country should be the first to recognize the value of their contributions to civilization gives us but another reason to be proud of American accomplishments.

That our Association should be the one that finally took the lead in converting the disappointed hopes of generations of plant breeders into a tangible promise of justice and in making it possible for the small Nurserymen as well as the large to introduce new and better things and rise above the dead level of price competition, should—and I am sure it does—give all of you every cause to be very proud of your membership in this organization.

Early Fall Announcements—Among the ante-national convention price-lists at hand are those of Huntsville Wholesale Nurseries and Jackson & Perkins Co.

The annual convention of the Alabama State Nurserymen's Association will be held in Birmingham, August 4-5.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

Convention Bulletin Flashes

The jolliest couple at the convention is Mr. and Mrs. M. R. Cashman, of Owatonna, Minn. Not a care in the world, you would think. However they have probably the largest family that any Nurseryman in the country can boast.

Who is the oldest delegate in point of membership attending this convention? We think it is W. F. Ilgenfritz, of Monroe, Mich. He has attended more conventions of the A. A. N. than anybody here. This is the fifty-fifth convention. He has attended 44 previous conventions. Anybody around here who can beat that?

Handsome John Fraser, Jr., of Huntsville, Ala., objected decidedly to the excessive heat in Minneapolis on Saturday. He roundly scored Mike Cashman, declaring Mike had promised lovely cool July weather for this convention. It was just too bad, after Mike went to so much trouble to have some Alabama weather on tap Saturday, especially for Mr. Fraser. Wanted to make him feel at home. The cool convention weather which Mr. Cashman had ordered for this week was all ready in the weather bureau office for Monday, but since Mr. Fraser seemed not to appreciate the hot stuff on hand Saturday, Mike phoned the weather bureau to go ahead and turn on the cool stuff right away. Mike got action right off. My, wasn't it nice and cool Saturday afternoon and Sunday, and wasn't Monday the most perfect day you ever saw!

Mr. Augustine has "quite a past." He helped to organize the Illinois State Nurserymen's Association; he was the first secretary and second president of that organization; he was secretary of the Illinois State Horticultural Society for nine years and he has been in charge of the nine horticultural experiment stations in Illinois for ten years. Don't believe he has had time to get into any mischief, with that record, do you?

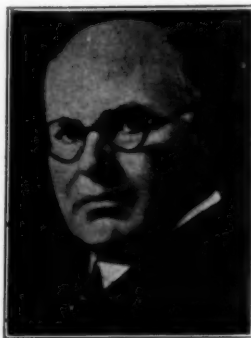
It is better to be born lucky than rich, according to E. C. Hilborn of Valley City, N. D. Reason Mr. Hilborn thinks so is that he was on his way to the convention by automobile, with Mrs. Hilborn and two daughters, when the car struck loose gravel near Fargo, N. D., left the road, turned a complete somersault, and landed on its wheels in the ditch. A bit of courtplaster

Obituary

William Boyce Thompson

Col. William Boyce Thompson, copper operator and philanthropist, founder of the Boyce Thompson Institute of Plant Research, died June 22 at his home, the Alders, on the Hudson River, Yonkers, N. Y.

He was born in Virginia City, Mont., May 13, 1869, was educated at Phillips Exeter Academy and Columbia University School of Mines; received degree of L. L. D. from University of Pittsburgh and University of Kentucky. Was director of Federal Reserve Bank of New York from organization until Dec. 1919; director Met. Life Ins. Co.; Republican presidential elector 1912; del. Rep. Nat. Com. 1916, 1920; Hon. prest. Roosevelt



COL. WILLIAM BOYCE THOMPSON

Memorial Association; head of Red Cross Mission to Russia, 1917; Envoy to Peru 1921; member conference on limitation armament 1921.

Chief interest on the part of botanists and horticulturists is in the Yonkers Institute where scientists have been observing processes in plant growth which promise to solve problems of great importance. Readers of this journal have been informed from time to time of developments in Yonkers and also at the Boyce Thompson Institute in the Southwest where similar work is in progress with special reference to plant life in that territory.

on a bruise on Miss Edith Hilborn's nose was the only first aid necessary.

Chinese Elm Highly Esteemed

Emil Merscheid, proprietor of the North Chinese Elm is putting the American elm out of business. He intends to clean out the native form for, he says, "it cannot compare with its Chinese relative as a roadside tree for hardiness. Moreover, the Chinese Elm is practically immune to insects and diseases, scale never having been found on the Chinese elm. As a quick grower, Ulmus pumila is a rival of the cotton wood."

To prove that it can be grown on the poorest soils, Mr. Merscheid offered a year or more ago, to plant 200 young specimens on a roadside where seven efforts had been made with various other trees without success. Mr. Merscheid's planting of Chinese elm came through 100 per cent, with no more attention than one watering when planted and a strip of "gatorhide" paper around each to keep down the weeds.

From the Wilmington, Del., Every Evening of June 17 we clip the following under a Dover, Del., date:

"Bids will be opened here June 21, for a Nursery House, two stories, to be built on the State Forest Tree Nursery on the Du Pont Boulevard just below Milford. The building will be used as a packing shed and seed extracting plant.

Such a building has been in need for some time past because of the increase in the work at the Nursery in the selling and shipping of young trees and shrubbery raised by the State Forestry Commission.

Rufus B. Preston

Rufus B. Preston, proprietor of Preston Nursery, Pueblo, Colo., died early this month, aged 65, from injuries resulting from a fall while picking cherries. Mr. Preston started a Nursery at Roselawn cemetery, supervising it for 12 years, after which he established the Preston Nursery. He is survived by his widow, two daughters, one son and two grandchildren.

YAKIMA VALLEY GROWN SEEDLINGS

THE EMBARGO IS NOW ON

Order Early

Let us quote you on

Apple Seedlings, French Pear, Japan Pear, Ussuriensis, Mahaleb and Myro

W. N. Co. choice, vigorous, healthy, hardy, thoroughly matured seedlings grown in our clean, volcanic ash soil with moisture under control have made good. You are taking no chances when you buy them.



Small portion of our seedling block

YOU CAN MAKE MONEY ON THESE ITEMS TOO

BIRCH, Cut Leaf Weeping
BOX ELDER, Variegated Leaf
CRAB, Flowering
Bechtels, Sargent, Atrosanguinea
Niedzwetzkyana, Parkman,
Toringo, Scheideckeri
ELM, Moline
Camperdown Weeping

ELM, Siberian or Chinese
Vase
LOCUST, Rose or Moss
Pink Fig., Decasineana
MAPLE, Globe
Norway
Schwedleri
MOUNTAIN ASH, Weeping

MULBERRY, Tea's Weeping
PRUNUS, Blireana
Cistena
Triloba
THORN, Paul's Double Red
ALMOND, Pink Flowering
White Flowering
Etc., Etc.

WASHINGTON NURSERY COMPANY,

TOPPENISH, WASH.

SITUATION WANTED

Capable sales or general manager desires connection with reliable Nursery. Experienced in handling salesmen, catalog writing, etc. Young, efficient, competent and energetic. Address F-148, care of American Nurseryman.

POSITION WANTED

By young Hollander, experienced propagator and Nurseryman. Excellent references.

Address F-154, care American Nurseryman.

WANTED

at once experienced LANDSCAPE SALESMEN. Excellent territory with a well established nursery. State salary, experience and reference.

THE WESTMINSTER NURSERY
WESTMINSTER, MD.

A Service for Nurserymen *Who Want to Increase Sales*

Copy and Editorial

Maintaining a staff of writers and editors who are acquainted with trees, shrubs, roses, and plants, we are able to make copy that should appeal to the most casual reader. All text, whether written here or furnished, is carefully edited and checked against possible errors in descriptions and prices.

Plans and Designs

Effective illustrations, designed by our Art Department, present your products attractively. More than 40,000 photographs are available for our customers. From these photographs, *accurate* color and halftone pictures are produced. In addition, we have a great collection of "stock plates" for customers who do not wish to have special subjects prepared.

The Finished Product

Our printing plant—modern in every respect, and manned by skilled operators—annually produces millions of *accurate color* pictures and sales-making catalogues. Nurserymen who avail themselves of our facilities realize that we deliver a complete service to nurserymen who want to increase sales.

We shall be pleased to discuss the subject with those who place quality and service above mere "price per copy." Our representatives will be at the Convention, where an interview can be arranged, or an appointment made for your office.



The McFarland Organizations

Harrisburg, Penna.

J. HORACE MCFARLAND COMPANY
Makers of Catalogues

MCFARLAND PUBLICITY SERVICE
Advertising Agency



Outstanding Features of Interest to Trade

Retiring President A. M. Augustine Reviews Important Nursery Problems Before the Trade—Code of Ethics Especially Desirable to Put National Association in Line

GOING back as far as my memory is operative, it seems to be the established custom of this association that your president should deliver an address, a sort of farewell address it might be termed, at the opening of each convention. These addresses frequently have consisted mostly of activities the outgoing presidents have been unable to accomplish or develop, things the incoming president might profitably do. "Passing the Buck" it is commonly termed.

Our program, thanks to a very efficient secretary and the program committee, was completed nearly six weeks ago and had I given any thought to this address before the program was completed and published, it would have been a good time to change the custom.

When Mr. M. R. Cashman told us last year in Boston what a good and enjoyable time we would have here in Minneapolis and how well they would entertain us we thought the Nurserymen of the Northwest had taken over a big contract. We have found, however, they have more than fulfilled their promise and that our good friend Mike was, as usual, conservative in his statements. We are glad to be here and with the cordial welcome you have given us and delightful time we have had thus far, we will, I am sure, long remember our Minneapolis convention.

The committee in charge of the program has worked hard to arrange a program that will be of great interest and value to us all. I want to take this opportunity to thank the secretary of the program committee, N. E. Averill, for the excellent work he has done.

Market Development

Warnings have been frequent for several years past that we were growing much more stock than the market could absorb. This year we have harvested the fruit of overproduction to a greater extent than has been experienced in fifteen years if not much longer.

Although large surplus, low prices, slow collections and a serious general depression, is worrying all of us we can be thankful our market development plan has been in full operation this past year and a half. Otherwise, there is no question but conditions would have been much worse in the whole industry. In letters and personal interviews from most sections of the country this opinion has been the universal expression. Our advertising and garden contest work is making people plant conscious.

The clean-up has finally been better than general conditions of business has warranted. The market development work has not only made a more receptive attitude among the ultimate consumers but it has stimulated the Nurserymen to go after more of the dollars that ordinarily would have been spent for other things.

We must not overlook the fact that the ultimate consumer is the man our success or failure rests with. It makes no difference whether you and I as individuals come in contact with him or not. It is his attitude towards the Nurserymen's products that counts. He is the man the market development committee is seeking to influence.

This committee's work and the money you have contributed has undoubtedly shown decided results this year.

There have been and always will be, question of policy and methods that will be approved by some and opposed by others. When all the members of this association agree there will be but little need for an American Association of Nurserymen, and our education will be complete.

It has been my privilege to attend most of the advertising committee meetings the past two years and I can say without any reservations, it is the most conscientious hard working committee I have ever known. It would be hard to realize how they have analyzed and dissected every feature of the advertising program and it has been a pleasure to see the way the Ramsey Company have invited, sought and accepted criticisms of their proposed plans.

A constructive criticism here and another there has developed some of the best, outstanding publicity advertising to be found in America today, and we are getting positive results from this work now.

Before leaving this, the most important activity ever undertaken by this association, let me mention, there is just one easy way to destroy the good this market development committee is doing. Don't try to help, just knock.

No, gentlemen, the members of the market development committee want your criticisms, good or bad, but take them to the members of the committee and take something constructive with you to offer at the same time. Then just a word of appreciation for some of the things they have done would fit in beautifully at this time.

One of the greatest benefits the market development movement is going to be to the Nursery industry is the cooperative spirit it is developing among the Nurserymen. This same cooperation that is binding us closer together is bringing into sharp relief some of our trade practices. This leads up to a question that has been frequently touched upon, sometimes agitated a little but never settled.

Code of Ethics

When you conferred on me the honor of president at Boston I promised myself to honestly try and get a Code of Ethics and Trade Practice Rules worked out that would be a benefit to the trade, give us a better standing before the public and put the Nursery business upon a plane equal to that of many, if not most, of the great industries of this country. I have not kept that promise.

Although a number of Nurserymen en-

couraged and were strong for a Code of Ethics and Trade Practice Rules, a, to me, surprising number said it was impossible. "Don't start trouble for yourself, let someone else do it later." Every day the impossible is being done and it might be done in this case. Anyway I am going to give you my reaction to the question, as well as that of a few other members of the association.

A letter I wrote to one of the largest eastern Nurserymen last February expresses one phase of the question and I am going to read it to you. He wrote attacking the garden contest work of the market development committee because it seemed to tend towards civic committees buying Nursery stock at wholesale. The letter is as follows:

"Dear Mr. ———: I am in receipt of your communication of February 10 with enclosure of copy of the ——— Journal relative to Civic Committees buying Nursery stock at wholesale.

"I feel, and have felt all along, one of the greatest values that was to come out of this advertising campaign and the garden club work was an education of the Nurserymen to become more closely allied in their business practices so that there would be no opportunity for people to buy from dependable Nurseries at wholesale any more than they could buy shoes, hardware, building materials, etc.


"The creation of a desire for plant materials must be made to widen our market and if our ethics in the trade are not of such a character as to utilize this market to our own advantage it is time we got together on a business basis that will permit it. The Nursery business is at a point now where we can either advance and accomplish something worthwhile or go back into the chaotic conditions we have been wallowing in during the past years. It may be necessary to put very sharp teeth into our business practice rules to accomplish what we want to, but if the Nursery business cannot be run on the plan of the golden rule it is never going to have the character and standing as a business that it should have and that we can give it. I do not feel that it will injure the Nursery business to organize societies and clubs to teach people to become plant wise, but it is for the trade to honestly and cleanly take care of this business that is developed."

It is very seldom that two or three Nurserymen get together for five minutes these days that the question of some Nurseryman's ethics in selling are not criticized.

Another angle—we have a vigilance and also an arbitration committee—both have drastic powers. We have a most excellent committee in both instances even though their names have not been made public the past year.

Is it treating these committees fair or is it treating contestants before them fair to expect them to decide questions we cannot decide for ourselves; in other words, letting their conscience be their guide.

Then again, so far as I know, every state and regional Nurserymen's association in North America has a Code of Ethics. A Code of Ethics and Rules of Trade Practice (Continued on Page 42)



EVERYTHING THAT NURSERYMEN NEED
Can be supplied promptly from our immense stocks. We sell to distributors only. Write for our new Wholesale Trade List. One of America's Foremost Nurseries
MOUNT ARBOR NURSERIES
Shenandoah, Iowa.
E. S. Welch, Pres.

Colorado Silver Spruce
SEEDS AND TREES
UPTON GARDENS
Mrs. G. R. Marriage
Colorado Springs, Colorado

SEEDLINGS

Clean Coast Grown

We are now ready to book your Seedling orders for

APPLE—Straight or Branched
CHERRY—Mazzard or Mahaleb
PEAR—French, Ussuriensis or Winter
Nelis
PLUM—Myroblan
ASH—European Mountain
BIRCH—European White
ELM—Chinese or Siberian
HAWTHORNE—Crataegus oxyacantha
MAPLE—Norway

Order now and make sure of your supply

GENERAL NURSERY STOCK AND NURSERY SUPPLIES

Portland Wholesale Nursery Company

424 E. ALDER ST.

Portland Oregon

Largest and Best Supply of GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

T. S. Hubbard Co.

FREDONIA, N. Y.

T. SAKATA & CO.

Specialists

TREE SEED SHRUB

HERBST BROTHERS

42 South Street
NEW YORK

Hill's Evergreen Plate Book

50 four-color process prints from photographs,
40 Evergreen pictures, 10 Shrub pictures. Size
5 1/4 x 9 in. Loose leaf. Cloth binding, \$3.75.
Leather, \$4.50. Post-paid. Great help in selling. Order
for your salesmen. Money refunded if not satisfied.

D. Hill Nursery Co.

Evergreen Specialists • Largest Growers in America
DUNDEE, N.L.

PEONIES

We wish you all could have seen our field this year—tens of thousands of blooms to revel in and over two hundred varieties to study. The beautiful *Therese* is our favorite and we now have a large quantity that warrants our popular price. COLE'S stock is clean and healthy—the kind of roots that bloom.

Here are prices for strong 3 to 5 eye divisions in a few varieties:

	Per 100		Per 100
Albatre (Avalanche)	\$18.00	Marguerite Gerard	27.50
Albert Crousse	27.50	Marie Lemoine	35.00
Alexander Dumas	20.00	Mikado (Fine Red Jap)	90.00
Compte de Gomer	30.00	Modeste Guerin (true)	27.50
Couronne d'Or	25.00	Mons. Jules Elie	35.00
Delicatissima	18.00	Mons. Martin Cahuzac	90.00
Eduis Suerba	25.00	Octavie Demay	25.00
Eugenie Verdier	30.00	Princess Beatrice	18.00
Eugene Bigot	40.00	Rubra Superba	27.50
Felix Crousse	32.50	Simonne Chevalier	35.00
Festiva Maxima	18.00	The Moor (Fine single Red) ..	55.00
Grandiflora	35.00	Theresa	100.00
Karl Rosenfield	40.00	Triumphe de L. Expo. de Lille	20.00
La Tulipe	20.00	Umbellata Rosea	18.00
Mme. de Verneville	18.00	Red	18.00
Mme. Emile Galle	25.00	White	14.00
Mme. Geissler	30.00	Pink	14.00

LARGER QUANTITIES AT SPECIAL PRICES, ALSO

QUALITY SHRUBS, SHADE, EVERGREENS, FRUITS, IN FACT

"Everything that's Good and Hardy"

THE COLE NURSERY COMPANY

Forty-nine years at Painesville, Ohio

PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS

FLOWERING SHRUB

HARDY PERENNIALS

CONIFERS

ROCK PLANTS

HARDY VINES

Ask for New Price List Just Off the Press

MOUNTAIN VIEW FLORAL COMPANY

Office: 341 E. 72d Street S.

Portland, Oregon

LABELS FOR NURSEYMEN

THE BENJAMIN CHASE CO.

DERRY, N. H.

Andrews LATHAM Raspberry

MOSAIC-FREE STOCK—RELIABLE

ANDREWS NURSERY CO.,

Faribault, Minn.



Japanese Roseflowering and Weeping
Cherries, Flowering Crabs

All Sizes

A. E. WOHLERT,

Narberth, Pa.

NURSERY TOOLS

LEONARD FULL-STRAPPED SPADES

KUNDE KNIVES AND SHEARS

Write for 88-page Wholesale Catalog

Illustrating over 500 Hand Tools

A. M. LEONARD & SON

PIQUA

OHIO

BRISTOL'S TREES

Northern-grown, Hardy Evergreens

Forest and Ornamental Stock,
especially Red Pine

H. R. BRISTOL, Plattsburg, N. Y.

THE AMERICAN ASSOCIATION OF NURSEYMEN

Is accomplishing much for the Nursery Trade.

With a record of fifty-three years of service.

Practical departments and active committees.

National conventions of inestimable value.

President—John Fraser, Jr., Huntsville, Ala.

Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.

1931 CONVENTION: DETROIT, MICH.

Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President—E. C. Hilborn, Valley City, N. D.

Plan Cooperative Selling to Eastern Trade

An Organization To Render Pacific Coast Nurserymen National Sales Representation At Nominal Cost and Keep Coast in Closer Touch With the Trade

ONE of the innovations by President George C. Roeding, Jr., when he became head of the Pacific Coast Association of Nurserymen was to appoint a committee on cooperative selling. The members of the committee are: A. Brownell, Portland, Ore.; W. B. Clarke, San Jose, Cal.; J. A. Armstrong, Ontario, Cal.; Charles Howard, Hemet, Cal.; S. A. Miller, Milton, Ore.; F. A. Wiggins, Toppenish, Wash.

Commenting on the province of this committee the Western Florist says that facts and figures on the western invasion of the eastern horticultural field are interesting. That publication says:

"There are at least 50 Coast Nurserymen who go East to sell. This is probably quite an inaccurate estimate, for there are a number who go irregularly, when they have a big surplus to dispose of, and there are others who make the trip every year. So the number who cross the Rockies every year; every two years; and once in three years, is perhaps more than 50.

"Fifteen, undoubtedly, do go East every year, and they spend a total of about \$20,000 to make the trip. Each of these men is

a big Nurseryman who, emphatically, knows his stuff and is a clever salesman. He makes each trip pay over and over again, so that the \$1300 average expense account is absorbed. Still, there is the handicap of that much money which must be wiped off before sales crawl out of the red and into the black.

"Apparently, this topic should interest only about 15 men, but this is not the fact. If many smaller growers could get representation in the East at a reasonable cost, they would be interested in cooperative selling. The thought in the mind of the committee to have a full-time selling representative in the East and another in the Middle West.

"Immediately there enters the mind of the big Nurseryman the thought: 'This would reduce my Eastern selling costs to a small fraction of the \$1200 or \$1300 I am now compelled to spend annually. But will I get as good results as when I attend to business myself? Isn't it probable I might lose so many sales that my expense for the yearly trip would become a minor item?'

"If there are no other advantages for a cooperative selling plan than that of a personal attention of the big grower to his business, the plan might not be justified. But there are other advantages.

"It is well known that in the past or so there has been a campaign of propaganda east of the Rockies against California especially, and against the Northwest, though in lesser degree, as well. Let it be understood that not all the Eastern Nurserymen have been instrumental in spreading this propaganda, but enough of them did it to injure seriously Western Nurserymen.

"It has been proven conclusively in every instance that there has been no real basis for this propaganda but as the Western Nurserymen have not made any provision for counteracting the effect of this persistent campaign it has seriously interfered with their efforts to market their stock in the East.

"Here is another powerful argument for cooperative selling. The salesman would be much more than an order-taker. He would be a scout on the extreme front, observing trends and unearthing new opportunities. Had there been such an agent in the East and another in the Middle West during the last two years they would have been able to check this propaganda, thereby saving the Western Nurserymen a considerable number of their customers.

"If the cooperative selling plan is adopted, absolute fairness will be its guiding principles. Nurserymen will be represented on the governing board by men from each state who will look after the interests of their neighbors, as well as joining with the others in a harmonious campaign in the East.

"It would seem that the two agents and their officers should not cost more than a few thousand dollars to support. This sum divided pro rata among anywhere from 50 to 100 or more Nurserymen would not be a burden to any."

Now In the Mail—Our NEW, BIG Peony, Iris and Fall Bulb List

It surely is a fine list—and very complete, with one of the Choicest Collections of PEONIES, IRIS and FALL BULBS offered.

Please look through Your Copy and check up your Want List. Note the new varieties; also the prices—we can invariably save you money on this class of stock.

If you do not receive your copy of this New List, please let us know and we will mail you another.

We will also be pleased to receive inquiries for other classes of Nursery Stock.

SHENANDOAH NURSERIES
"Lake's" Shenandoah, Iowa

WANTED—For Fall Delivery

200 Assorted Shade Trees, 14 ft.-16 ft.-4 to 6 in. caliper

500 *Taxus cuspidata*, 2-2½ ft.

500 *Taxus cuspidata capitata*, 2-2½ ft.

J. H. SMALL & SONS
DuPont Circle, Washington, D. C.



WE ARE NOW READY WITH THE
"ELMHURST"

ELM

Grown by us from selected seeds from the Famous Elmhurst Elms collected in the city of Elmhurst. We have over 200,000 now growing.

Prices in 100 lots

6 -8 ft.	\$30.00	1½-1¾	..\$125.00
8 -10 ft.	50.00	1¾-2	.. 175.00
1¼-1½ in.	75.00	2 -2½	.. 220.00

PFUND-BELL NURSERIES
ELMHURST, ILLINOIS
Grown in the "City of Elms"

WE OFFER

CHERRY, 1 and 2 years
 APPLE, 2 years
 PEACH, 1 year
 PEAR, 1 and 2 years
 SHADE and ORNAMENTAL TREES
 APPLE and PEAR SEEDLINGS
 APPLE GRAFTS, Whole and Piece
 Roots.

We have an unusually fine stock of *Hydrangea Paniculata Grandiflora*, 2 to 3 feet, and 18 to 24 inches. No mixtures. They have been grown to stakes and are straight and nice to handle.

Have a large supply of *Spirea Vanhouttei*, 3 to 4 feet and smaller. All choice plants. *Amor River Privet*, all grades.

Let Us Price Your Wants
 In Any of the Above

J. H. Skinner & Co.,
 TOPEKA, KANSAS

1930-1931

POLYANTHA ROSES

in assorted colors should be included
 in all new lists.



**Howard
 Rose
 Company**
 Hemet, California

TYING

QUICK AS A FLASH!
 NO EFFORT!

For all bunching purposes Felins Bunch Tyer will save in time and labor many times the money you put into it. Without obligation, write for full particulars.

FELINS TYING MACHINE CO.
 Milwaukee, Wis.

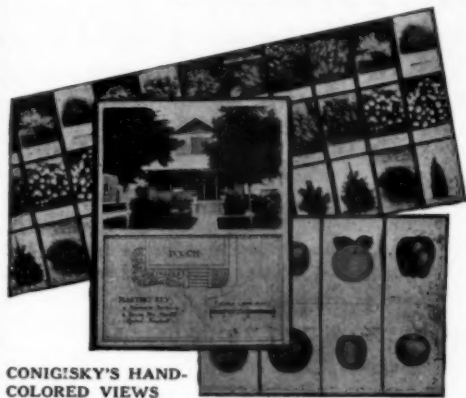
Specialists

Growing
ONE AND TWO YEAR APPLE
 Also
**ONE YEAR AND
 JUNE BUDDED PEACH**

Attractive prices — excellent stock guaranteed. All standard varieties warranted true to name. It will pay you to figure with us on requirements. WRITE

Cumberland Valley Nursery Co.
 McMinnville, TENN.

A REAL Nursery Salesman will WORK for YOU!



CONIGISKY'S HAND-COLORED VIEWS

The men who are now struggling along with a few orders a week, can be made into real Producers with
CONIGISKY'S SALES HELPS
 Special Folders Combination Folders
 Landscape Views Plate Books
 WRITE FOR FREE DESCRIPTIVE PRICE LISTS
 And startling information as to how this
MODERN EQUIPMENT
 Keeps Salesmen Smilingly at Work

Yes, you can secure and keep not only one but a strong force of real salesmen, if you will give them good tools to work with.

Why Try to Sell a \$2.00 Rose from a quarter-cent picture?

Why tie your salesmen's hands with cheaply devised and poorly executed illustrations, that fail to indicate the value and beauty of your products?

DO YOU WANT LANDSCAPE ORDERS?

You can get them by furnishing your Salesmen with **Landscape Plate Books**. All the worth, the beauty and the glory of your stock is shown in striking and vivid detail in

Conigisky's Hand Colored Views

SPECIAL OFFER

For only \$2.00 we will send you one Compact Folder of twelve hand-colored views, showing shrubs and evergreens, also two of our famous Plan Landscape Views and a large sheet of twelve plans for modern Porch Planting. Regular price of this material is \$6.70.

B. F. CONIGISKY

211 Hamilton Street

PEORIA, ILLINOIS

A Nurseryman writes



Wm. Kraft
 Nurseryman
 Cincinnati, Ohio

You, Too, Can Easily

**BECOME A
 LANDSCAPE ARCHITECT
 AT HOME BY MAIL**

There is no better or quicker way for a Nurseryman to increase his profits than by becoming a Landscape Architect. Our home study course is very easily mastered by men with nursery experience and without interfering with present work.

OPPORTUNITIES ARE UNLIMITED
 You'll find success, prosperity and happiness in this uncrowded profession, and it will greatly increase the earnings of your nursery business.

SEND FOR FREE BOOKLET

It gives complete details regarding our course and tells you how you may get started in this profitable field. Write us today.

AMERICAN LANDSCAPE SCHOOL
 10 Plymouth Bldg. Des Moines, Iowa

WE OFFER

IN CAR LOTS OR LESS

CALIFORNIA PRIVET, 2 and 3 year
 in grades.

SHRUBBERY, excellent assortment,
 popular varieties in grades 1½ to
 6 feet.

PERENNIALS, large assortment, including
 English Delphiniums.

EVERGREENS, long list of varieties
 suitable for landscape work, also in
 lining-out stock, large supply of
Thuja Pyramidalis, etc.

Lombardy Poplars, Oriental Planes,
 American Elm, Chinese Elm, White
 Ash, European White Birch, European
 Mountain Ash, Norway Maple,
 in grades.

GRAPES, two and three year.

Let us price your wants on any of
 the above.

THE Westminster Nursery
 WESTMINSTER, MD.

PERFECTION
 MARKERS
 Plant Stakes
 Nursery Markers
 Row Markers
 Plot Markers
 Plant Labels



All made of galvanized steel. Last for years. Readily changed to make different markings. Card in glass covered. Let us help you mark your stock with certainty and economy.
NO WOOD STAKES TO PREPARE
NO PAINT TO PEEL
 Use Perfection Markers and be absolutely certain! A trial will prove their worth.

Write for descriptive literature and remarkably low prices.

S-W SUPPLY CO. Nursery-Plot-Row-Markers
 Girard, Kansas Card 2 1-2x4 1-2 inches

SCARFF'S NURSERY

Headquarters for
Small Fruit Plants
 And Lining Out Stock
 Grown In the Heart of Ohio

LATHAM—CHIEF—VIKING
 ST. REGIS—RED RASPBERRY

LOGAN—The New Mosaic Resistant
 Black Cap Raspberry
 KOLKWTZIA AMABILIS
 KOREAN SPIREA—RED BARBERRY

Send for Complete Wholesale Price List

W. N. SCARFF'S SONS
 NEW CARLISLE, OHIO

YOUR BUSINESS ANNOUNCEMENT THE YEAR AROUND IN

The Mirror of the Trade

AMERICAN NURSEYMAN

Read from Cover to Cover

Will protect your interests in a medium used regularly by competitors and you need give the matter no further thought knowing that your sign is displayed day and night from coast to coast as Nurserymen repeatedly turn these pages in reference.

\$2.50 per column-wide inch per month (TWO INSERTIONS) under yearly term.

Farms close: 10th and 25th

AMERICAN FRUITS PUBLISHING CO. P. O. Box 124, Rochester, N. Y.

Arboretums, Botanical Gardens Valuable Aids

To Nurserymen Who Seek Intimate Contact and Cooperation Therewith—Fifty Projects Listed in A. A. N. Botanical Gardens and Arboretums Report

THE establishment of an arboretum is long, slow and expensive. Secure title to land and ample funds are essential. Capable administration is obviously important. The selection, assembling, and wise arrangement of plant material or tree groups, the laying down of drives, walks and buildings is but one step. There follows the study of problems of adaptability to climate, the observation and control of plant enemies. Hybridizing and experimental work offers great opportunities. There is, too, the problem of developing the arboretum for the use of the general public, as a living library may be used for information both useful and enjoyable.

To what extent arboreta may be required to furnish in its collections of plant material specimens that will be needed in the proper administration of our new Plant Patent Law is yet to be learned. Such a person as Stanley White, Prof. of Landscape Architecture at University of Illinois, has suggested that there is a break in the chain in the distribution of new and rare plants. Should we expect from the Arboreta of America more than is now being realized in this direction?

The services which an arboretum may render are more important, more varied and perhaps more intimate in the life of a community than may at first appear. Can this important function in our civilization be cared for better by the agricultural departments of our federal or state or city governments, by the state agricultural or experimental colleges as in Texas or by private and liberally endowed foundations, such as Morton Arboretum or Boyce Thompson Institute?

If Nurserymen are to make important contributions toward building a public opinion in this field, these are some of the points that deserve consideration.

Your committee during the past few years have done little more than collect information regarding the progress being made by a steadily increasing number of arboreta throughout America. But a careful study of what is being done over a period of years may prove exceedingly useful for future guidance of any one interested.

About fifty projects are at present under the observation of this committee. Reports are appended of all those who replied to our requests for information. Your committee would greatly appreciate having its attention drawn to omissions or new projects not yet of record. We suggest to members of this important continental organization (The American Association of Nurserymen) that more intimate contact and cooperation with one's nearest opportunity in the nature of Arboretum or Botanical Garden may prove abundantly wise.

[Extracts from the long list are given herewith].

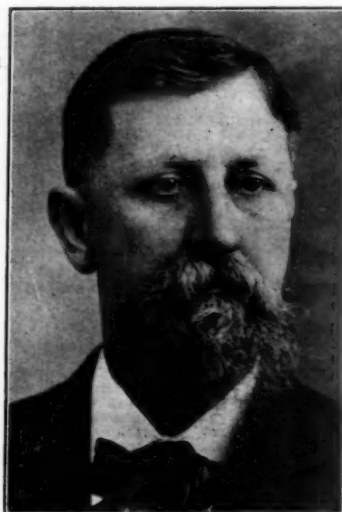
District of Columbia—Washington. Na.

A. L. Brooke

One of the most prominent Nurserymen in the Middle West, A. L. Brooke, died at the home of his daughter, Mrs. George McEntire, in Topeka, Kan., June 22, aged 83.

Mr. Brooke was born in Fairfield County, Ohio, Nov. 29, 1847 and was graduated from Wittenberg college, Springfield, O., in 1872. Before settling in Shawnee County, Kansas, in 1866, he taught school in Indiana and Ohio and for 10 years was superintendent of schools at Groveport, O.

For many years Mr. Brooke made his



The late A. L. Brooke
Pres. of A. A. N. in 1898

home in North Topeka where he was associated with the late L. R. Taylor in the Nursery business. Afterward he conducted his extensive business under his own name. He was one of the most prominent and active members of the American Association of Nurserymen and was its president in 1898.

tional Arboretum, a project under the U. S. Department of Agriculture and in charge of Dr. Frederic V. Coville, Director. Dr. Coville's extended absence from his office previous to the absence abroad of the compiler of this report has prevented more than this reference that progress is being made in the important business of providing the beginnings of a suitable area and foundation plans.

It is yet a matter of conjecture as to whether the Department of Agriculture, working in cooperation with the Commissioner of Patents, may require a garden of growing specimens for purposes of competently administering the new law on Plant Patents.

H. Teuscher, Director of the Boyce Thompson Arboretum reports: "We are still employed mainly with the gathering together of the plant material, working out of detailed maps and the preparing of the ground for the various groups. During the past winter we have imported from various Nurseries of England, France, Germany, and Holland plants of 1,250 varieties of trees

He was also a leader in the Nursery trade affairs in Kansas.

In 1903 Mr. Brooke moved to his large farm a mile west of Grantville which has been his home since. For many years he was interested in state politics. He was state representative from Shawnee County from 1897 until 1901. In 1922, he was elected state senator from the fifth district, which includes Jefferson and Douglas counties. He was a life long member of the English Lutheran church. His wife, Mrs. Mima Taylor Brooke, died in 1917. He is survived by two daughters, three sisters and a brother, Alvin Brooke, Logan, O.

Rose Climbing Talisman—The following application to have a rose registered has been approved by the Registration Committee of the American Rose Society and is therefore proposed for registration as follows:

CLIMBING TALISMAN—Cl. H. T. Originated with Western Rose Co., San Fernando, Cal.; parentage, sport of Talisman. This rose is a strong climber with dark glossy green foliage; the form and color of bloom are identical with its parent.

Under date of June 23 Jackson & Perkins Co., Newark, N. Y., issued its Trade Bulletin No. 1 for season 1930-31, in advance of its regular fall trade price list. This year's assortment is declared to be the most complete the concern has ever listed.

Herbst Brothers have changed their New York City location to 92 Warren St.—Thomas Young Nurseries, Wilmington, Del., have been incorporated.

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view—H. Dumont.

and shrubs which are not in the American trade and have received from Botanical Gardens all over the world in exchange for other seeds over 1,500 packages of seeds. Scions and cuttings of several hundred varieties were gathered by our propagator last fall at the New York Botanical Gardens and at the Parks of Rochester, N. Y.. We have now plants of over 3,000 species and varieties of woody plants in our Nursery.

Secretary of Agriculture Hyde recently advised the agricultural committee of the U. S. Senate that in order to procure the entire tract needed for the National Arboretum the entire amount estimated as the cost of the land, \$500,000, will be needed. The committee has before it legislation authorizing an additional \$200,000, only \$300,000 having been provided in the bill as passed in 1927. With the \$300,000, 190 acres of land have already been acquired and 78 acres more are in process of condemnation.

EXPERIENCED PROPAGATOR WANTED

One who can take full responsibility for his department and propagate a full line of Nursery Stock. Middle-aged man preferred; would like one who had his training in Europe, though this is not essential. Permanent position with good salary. Splendid opportunity for the right man.

PFUND-BELL NURSERY COMPANY,

Lake Street, Elmhurst, Illinois

ORNAMENTALS IN CAR LOTS

We are the largest source of supply in the Central West.

Get our quantity prices as they will please you.

ONARGA NURSERY COMPANY

A. J. & H. B. CULTRA, Proprietors, Onarga, Ill.

Wayside Gardens

HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

THE WAYSIDE GARDENS COMPANY
MENTOR, OHIO



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company

Advertising for Nurserymen

430 Union Bank Bldg. Davenport, Iowa

EVERGREENS LINING-OUT STOCK

Write for list of Bargains
and Rarities

KELSEY NURSERY SERVICE
50 Church St., New York City

Established in 1878



IMMEDIATE DELIVERY

"BOSKOOP" (Dutch) Murlap
Squares (all sizes)

"BOSKOOP" Fine Granulated
Peat Moss

"TONKING" STAKES
SHADING BURLAP REED MATS

Write for Price-List

COLLECTED STOCK Hardy Lilies, Cornus, Viburnums, Ferns and Evergreens

Write for Special Quotations
J. J. NUDD

Exeter New Hampshire

THIS SIZE SPACE
\$1.40 Per Issue
Under Yearly Term \$1.25

PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees.

Simpson Nursery Co.

Monticello, Fla. Established 1902

SPIREA VANHOUTTE
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.
HYDRANGEA ARBORESCENS
18-24 in. and 3-3 ft.
HYDRANGEA PAN. GRAND
18-24 in. and 2-3 ft.
BERBERIS THUNDERBOL, CALIFORNIA
PRIVET, and all other SHRUBS in a good
assortment.

WISC. WEeping WILLOWS
6-8 ft. and 8-10 ft.
FRUIT TREES, GRAPE VINES, and
SMALL FRUIT PLANTS

"WEST has the BEST"

T. B. WEST & SONS
PERRY, OHIO

SPECIAL A Loose Leaf Plate Book

At the Price of a Map
80 COLORED PAGES
Special Sample Price \$2.00
PROCESS COLOR PRINTING CO.
Formerly CHRISTY, INC.
Searle Bldg. ROCHESTER, N. Y.

DAYTON FRUIT TREE LABEL CO.

Manufacturers, Nurserymen and Florists

South Canal Street, Dayton, Ohio

Peach Pits

The Howard-Hickory Co.
HICKORY, N. C.

WESTCOTT NURSERY CO.
Falls Church, Va.
400 Acres of
EVERGREENS, SHRUBS, TREES
Write for Price List

YOU CAN MAKE MONEY with these Specialties

BUDDLEIA FARQUHARI
DESMODIUM PENDULIFLORUM
KERRIA JAPONICA FL. PL.
EUONYMUS COLORATA
TALISMAN ROSE

Complete Assortment of

**Fruit and
Ornamental Stock**

WILLIS NURSERY CO.

Wholesale Nurserymen
OTTAWA, KANSAS

TREE SEED

SEEDS OF CONIFERS, TREES,
SHRUBS, EVERGREENS and FRUITS

I am now collecting:
MYRABOLAN, CHERRY, MAZZARD,
WHITE MULBERRY,
RHUS COTINUS (common smoketree)

Write me for other kinds and prices.

ARTURO ANSALONI

17918 Via Maggiore
BOLOGNA, ITALY

PEONIES
WHOLESALE GROWERS
PEONIES EXCLUSIVELY
Descriptive, Instructive Catalog
HARMEL PEONY COMPANY
BERLIN, MARYLAND

WOOD LABELS

NOTICE

To all American Nurserymen and Seedsmen desiring to keep in touch with commercial horticulture in England and the Continent of Europe. Your best means of doing this is to take in the

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Review of Outstanding Features of the Trade

(Continued from Page 36)

is recommended by the government for all business associations, with a department to assist in formulating them. Any commercial association adopting and enforcing a Code of Ethics and Rules of Business Practice has an improved standing before the public, and in the end the public is our bread and butter.

Should it meet with your approval a committee appointed at this convention could report to the executive committee in January and, upon their approval, submit it to the convention next July.

Quarantines, Inspection, License Fees

These three questions are so closely allied we will consider them together. The federal quarantines in some instances mean practically ruination of some Nurseries. The Nurserymen in the Mississippi Valley have thus far escaped most of the serious quarantines, but with the present trend of conditions a quarantine may reach this section at any time that would, together with other natural handicaps, put a good many Nurseries out of business and seriously cripple us all.

In the past there has been much division of opinion regarding the position our association should take in reference to quarantines. Whether they should be considered a local question or whether the association should assist the local quarantined areas in their struggles.

Temporarily, it may be easier to thank the Lord we are not as other people and let it go at that, but the time may come and that shortly when we will regret a lost opportunity. I would recommend that a capable quarantine committee be appointed composed of men both in and outside of the present quarantine areas to assist us in formulating a quarantine policy and together with our attorney, M. Q. Macdonald, handle the matter of quarantines, inspections and license fees that are becoming in some instances rather a restriction to trade, doing more harm than good. I have sometimes been afraid that some of our own members have not been as diligent as they might have been in trying to correct these abuses in their own state, thinking it gave them a little advantage over their competitors. You can depend upon it, gentlemen, there is always a boomerang accompanying such an advantage that in the end makes the situation worse.

It would seem a very peculiar and astonishing situation that associations of state Nursery inspectors should hold conventions, formulate rules, determine what the Nurserymen can do, or cannot do, even decide on quarantines and questions that are vital to his business existence without representation of Nurserymen present. To correct this condition and represent the Nurserymen at these regional conventions could well be a part of the duties of a quarantine committee. This question of quarantines will be handled later on in the program by Dr. Herrick with ample time for discussion.

Official Entomologist

However, I do want to call your attention again to the suggestion made last year that the Association employ an official entomologist.

The results of the Crown Gall investigation, on which we will have our final report this session, should be proof enough of the value of such research when conducted and guided in a practical way. A start in the near future, probably employing one, only part time, similar to Attorney Macdonald,

could not help but be of very great assistance in the numerous entomological questions that are confronting us and are bound to become more numerous in the future. Such an official entomologist would lend much weight to our contentions before a quarantine hearing.

Census

Your immediate past president, William Flemer, Jr., chairman of the legislative committee, together with Attorney Macdonald and what assistance they needed and called upon, succeeded in getting a very good census questionnaire adopted by the Census Bureau. It is hoped and expected that it will give a great deal of valuable information relating to the Nursery industry never before procurable.

History

The history of this association and the Nursery business has been sadly neglected in the past. Very little data, few photographs, and not even a complete file of the proceedings are available.

A number of the membership undoubtedly have photographs and material of a historical nature that they would be glad to turn over to Secretary Sizemore. Those of you who can assist in this way to complete and preserve the historical records, will you not please assist the secretary?

Reforestation and State Nurseries

During the past year the president's office has had a considerable correspondence with state foresters and departments of forestry. There is no question in my mind that a great deal of friction between the Nurserymen and those actively engaged in reforestation is caused by a lack of understanding and contact between all parties. We have paid but little or no attention to their conventions and they have done the same towards us.

The people who are not fair and reasonable in this world are very few and I feel certain that if the officers of the American Forestry Association and the officers of the American Association of Nurserymen could come together and study this great question of reforestation that we are all interested in, we could iron out all our differences and pull together.

To that end I have invited Mr. C. H. Collingwood, Forester of the American Forestry Association, to meet with us in Minneapolis for a conference. If we are not able to bring this about at Minneapolis let us try to have such a conference as soon as possible.

If we just take the Golden Rule as a guide, and I am sure we can all do that, it will be far better than throwing stones and making faces back and forth over a high-board fence as is being done now.

Plant Patent Law

William Moon, while president of this Association a good many years ago, made a strong plea for activity towards securing a patent law for the protection of the discoverer and introducer of new and valuable plants. This, I believe, was the first time any action was taken on the question by this association. A plant patent committee was appointed at that convention and has been continued to this time.

Various plans were discussed, some tried and later dropped, considerable money expended, until last summer it was decided that with the present favorable and interested attitude of Congress toward agriculture if anything ever was done or could be done, then was the time to do it. Active work was started in Washington last fall

following a conference in Toronto, Canada, of delegates representing a dozen national and strong state horticultural organizations.

I would have liked to devote the whole time of this address to this new law, but it will be handled later on by the one best posted man I believe in existence on this subject, one who was on the firing line from first to last, who gave days and nights for weeks and months to its perfecting, making the law as near bullet proof as a law that is so fundamental and revolutionary can be made; a man every Nurseryman in America esteems highly for the splendid work he has done for the Nursery industry. By this time you have guessed to whom I refer, our attorney, M. Q. Macdonald. Many of you probably do not know that there is, another Macdonald, a son of our M. Q., just entering the legal profession and that it will be Macdonald and Macdonald soon. I know you will agree with me after hearing Mr. Macdonald's analysis of the new law in hoping that the new firm will specialize in plant patents.

To make a long story short, what we called a bill for many anxious months is now a law signed by the President the last of May, having passed both Houses of Congress unanimously.

But, I am free to confess that had your president or any of the eight or ten men who carried the brunt of the work had any idea of what it meant to get a bill through Congress, especially a Congress as congested as this one was, the enormous amount of work and the expense, I fear there would never have been any plant patent law. The expense to the association probably does not represent one-half the cost of time and money given by private individuals. But having put our hands to the plow turning back would probably have meant the abandonment of plant patent and throwing away of much labor and money expended.

This new law is the first recognition of plants ever passed by any people, though the rights in discovery of new and valuable many countries have been working for it for years.

Practical scientists, economists, and statesmen pronounce it one of the greatest advance steps ever taken in agricultural legislation, benefiting both the public and the plantmen just as our mechanical and chemical patent laws have made it possible for American industry to lead the world. Now there has been added to our pursuit a stimulus so great that no human mind is capable of foreseeing what the future may be, any more than a hundred years ago one could have foretold what part the patent law has played in our industrial development.

Try and think if you will of a single successful manufacturing enterprise in America that the basis of its operations are not bound up with and made possible by the protection of the patent laws. The same condition, it is reasonable to expect, will before many years apply equally to the Nurseryman's factory.

The plant patent committee, especially the chairman and our attorney, are to be congratulated on having been instrumental in a piece of fundamental and advance legislation that will benefit not only the plantman but the world for all time.

Although Plant Patent is now law there remains the rules and regulations to be determined by the patent office for its operation. There are apparently some rather sinister forces at work to use influences to make the law cumbersome and difficult of operation, seemingly an outgrowth of personal interests. So that I recommend for serious consideration, the continuance of a plant patent committee that may keep abreast of development and be prepared to act in an advisory way and assist the patent office should the need arise. The protection of liberty is sometimes fraught with as much danger as its acquisition.

As we now come to the close of the year's work and I look back and review in mind the work done and the things left undone I realize that a president could devote every moment of his time to association work and still need more time to do it properly. When you made me president a year ago I felt it the greatest honor that a body of men I honored the most could give me. Realizing many shortcomings, as well or better than you can, perhaps, I want to thank you for the trust you placed in me and can only say I have served you the best I could.

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GRAFTED EVERGREENS (Grafts)

	Each
JUNIPERUS	100
Chinensis albovariegata	40
Chinensis pyramidalis blue	40
Chinensis pyramidalis green	35
Chinensis sargentii blue	40
Chinensis sargentii green	40
Japonica	40
Sabine von ehron	50
HILL'S Silver	60
Squamata meyeri	60
Virginiana cannarti	40
Virginiana elegantissima	45
Virginiana glauca	40
Hill Dundee	60
Virginiana schottii	40
PICEA	
Pungens Kosteri	75

EVERGREEN SEEDLINGS (2 and 3 year)

	Each	Each
	100	1000
ABIES		
Concolor	4-6 " 0 @ .04	.03
Veitchii	2-4 " 0 @ .03 1/2	.02 1/2
JUNIPERUS		
Chinensis	6-8 " 0 @ .05	.04
Communis	6-8 " 0 @ .04	.03
Communis depressa	6-8 " 0 @ .03	.02
Scopulorum	4-6 " 0 @ .03 1/2	.02 1/2
Scopulorum	6-8 " 0 @ .04 1/2	.03 1/2
LARIX		
Europea	8-10 " 0 @ .03 1/2	.02 1/2
PICEA		
Canadensis	6-8 " 0 @ .02 1/2	.01 1/2
Canadensis albertiana	4-6 " 0 @ .04	.03
Excelsa	6-8 " 0 @ .01 1/2	.01
Polita	4-6 " 0 @ .03 1/2	.02 1/2
Pungens	6-8 " 0 @ .04	.03
PINUS		
Banksiana	6-8 " 0 @ .03	.02
Ponderosa scopulorum	4-6 " 0 @ .02 1/2	.01 1/2
Ponderosa scopulorum	6-8 " 0 @ .03	.02
Strobilus	4-6 " 0 @ .03 1/2	.02 1/2
Sylvestris	6-8 " 0 @ .03	.02
MAHONIA		
Acquifolium	4-6 " 0 @ .02	.01
Acquifolium	6-8 " 0 @ .02 1/2	.01 1/2

ONCE AND TWICE TRANSPLANTED EVERGREENS

ABIES		
Arizonica	2-4 " x @ .05	.04 1/2
Balsamea	8-10 " xx @ .08	.07
Balsamea	10-12 " xx @ .12	.11
Balsamea macrocarpa	8-10 " xx @ .08	.07
Concolor	4-6 " x @ .07	.06
Concolor	6-8 " xx @ .20	.19
Fraseri	4-6 " x @ .05	.04
Homolepis	2-4 " x @ .05	.04
CEDRUS		
Atlantica	4-6 " x @ .05	.04
Deodara	8-10 " x @ .06	.05
Libani	4-6 " x @ .07	.06
JUNIPERUS		
Chinensis	8-10 " xx @ .12	.10
Chinensis	10-12 " xx @ .16 1/2	.15
Chinensis pfitzeriana	4-6 " x @ .13	.12
Chinensis pfitzeriana	8-10 " xx @ .20	.19
Chinensis pfitzeriana	10-12 " xx @ .25	.24
Chinensis sargentii green	6-8 " xx @ .20	.19
Communis depressa	8-10 " xx @ .15	.14
Communis depressa	10-12 " xx @ .20	.19
Communis depressa aurea	6-8 " xx @ .20	.19
Communis depressa plumosa	8-10 " xx @ .20	.19
Communis depressa prostrata	6-8 " xx @ .30	...
Communis hibernica	12-18 " xx @ .17 1/2	.16 1/2
Excelsa stricta	6-8 " xx @ .15	.14

ONCE AND TWICE TRANSPLANTED EVERGREENS

	Each	Each
	100	1000
JUNIPERUS—Continued		
Horizontalis douglasii	8-10 " xx @ .15	.14
Japonica	6-8 " xx @ .20	.19
Japonica	8-10 " xx @ .25	.21 1/2
Japonica sylvestris	4-6 " x @ .09	.08
Sabina	6-8 " xx @ .15	.14
Sabina	8-10 " xx @ .20	.19
Sabina horizontalis	6-8 " xx @ .20	.19
Sabina horizontalis	8-10 " xx @ .25	.24
Sabina von ehron	10-12 " xx @ .65	.60
Virginiana	12-18 " xx @ .35	...
Virginiana	18-24 " xx @ .50	...
Virg. Kosteri horizontalis	8-10 " xx @ .25	.22 1/2
PICEA		
Canadensis	8-10 " xx @ .06	.05
Canadensis	10-12 " xx @ .08 1/2	.07 1/2
Canadensis (Frame)	12-18 " xx @ .11	.10
Canadensis (Field)	12-18 " xx @ .16 1/2	.15
Canadensis	18-24 " xx @ .25	.24
Canadensis albertiana	6-8 " xx @ .08 1/2	.07 1/2
Canadensis albertiana	10-12 " xx @ .20	.19
Excelsa	8-10 " xx @ .06	.05
Excelsa	10-12 " xx @ .08 1/2	.07 1/2
Excelsa	12-18 " xx @ .12	.10
Excelsa	18-24 " xx @ .18 1/2	.17 1/2
Pungens	6-8 " xx @ .08 1/2	.07 1/2
Pungens	10-12 " xx @ .16 1/2	.15
Pungens	12-18 " xx @ .25	.24
PINUS		
Montana uncinata	8-10 " xx @ .11	.10
Mughus	4-6 " xx @ .06	.05
Mughus	6-8 " xx @ .09	.08
Mughus	8-10 " xx @ .20	.19
Nigra	6-8 " x @ .06	.05
Nigra	8-10 " xx @ .09	.08
Nigra	10-12 " xx @ .20	.19
Ponderosa scopulorum	10-12 " x @ .08	.07
Strobilus	8-10 " xx @ .07	.06
Strobilus	10-12 " xx @ .15	.14
Strobilus	12-18 " xx @ .20	.19
Sylvestris	8-10 " xx @ .06	.05
Sylvestris	10-12 " xx @ .09	.08
Sylvestris	12-18 " xx @ .20	.19
PSEUDOTSUGA		
Douglasii	8-10 " xx @ .09	.08
Douglasii	10-12 " xx @ .12	.10
Douglasii	12-18 " xx @ .17 1/2	.16 1/2
Douglasii	18-24 " xx @ .25	.24
TAXUS		
Cuspidata	4-6 " x @ .15	.13 1/2
Cuspidata	8-10 " xx @ .30	...
THUYA		
Occidentalis	6-8 " xx @ .06	.05
Occidentalis	10-12 " xx @ .08 1/2	.07 1/2
Occidentalis	12-18 " xx @ .15	.14
Occidentalis	18-24 " xx @ .20	.19
Occidentalis	2-3 " x @ .27 1/2	.25
Occidentalis	3-4 " x @ .50	.47 1/2
Occidentalis conica densa	8-10 " xx @ .16	.15
Occidentalis douglasii aurea	10-12 " xx @ .15	.14
Occidentalis douglasii pyramidalis	8-10 " xx @ .15	.14
Occidentalis Little Gem	6-8 " xx @ .25	...
Occidentalis lutea	8-10 " xx @ .18 1/2	.17 1/2
Occidentalis pyramidalis	10-12 " xx @ .14	.13
Occidentalis pyramidalis	12-18 " xx @ .30	.29
Occidentalis pyramidalis	18-24 " xx @ .35	.34
Occidentalis pyramidalis	2-24 " xx @ .55	.50
Occidentalis recurva	6-8 " xx @ .15	.14
Occidentalis rosenthalii	6-8 " xx @ .15	.14
Occidentalis rosenthalii	8-10 " xx @ .17 1/2	.16 1/2
Occidentalis rosenthalii	10-12 " xx @ .20	.19
Occidentalis wareana	8-10 " xx @ .13	.12
Occidentalis woodwardi	8-10 " xx @ .15	.14
Occidentalis woodwardi	10-12 " xx @ .35	.32 1/2
TSUGA		
Canadensis	4-6 " xx @ .05	.04
Canadensis	8-10 " xx @ .15	.14
Canadensis	10-12 " xx @ .25	.24
Canadensis	12-18 " xx @ .40	.39

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